

**Dempo Charities Trust's**  
**SRINIVASSA SINAI DEMPO COLLEGE OF COMMERCE AND ECONOMICS**  
 Cujira, Bambolim-Goa

**Criterion 2 - Teaching - Learning and Evaluation**

**Key Indicator – 2.6 Student Performance and Learning Outcome**

**2.6.1 – Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website and attainment of POs and COs are evaluated**

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## BACHELOR OF COMMERCE (HONORS)

[Programme Outcomes](#)[Structure & Syllabus](#)[Eligibility](#)[Admission Process](#)[Contact](#)[Picture Archives](#)

### About the Programme

The B.Com. (Honours) program is the flagship program of Srinivassa Sinai Dempo College of Commerce and Economics. The annual enrollment in B.Com. program of the college is well over 850 students. The B. Com. program is a 3 Year (6 Semesters) full time program affiliated to Goa University and follows Choice Based Credit System (CBCS) offering a number of elective papers to chose from under various categories of Skill Enhancement Courses and Generic Electives. The program aims at nurturing, healthy, reliable and creative citizens by providing holistic education that focuses on academic, social and emotional development of students. The programme offers opportunity of specialization in the areas of Advanced Accounting, Cost and Management Accounting, Business Management and Banking and Finance. The programmes provides students with opportunities to acquire right skills set and enables them to apply their knowledge in the real world of Commence.

### B.Com. (Hons.) Programme Outcomes

On completion of the three-year Bachelor's Degree in Commerce (BCom Hons) Programme the learner will be able to:

1. Demonstrate a general understanding of the fundamental areas of accounting and finance, marketing, economics, business management, information systems, communication, law and quantitative methods.
2. Exhibit analytical and professional skills with the application of relevant tools and methods for building better business insights and effective business planning.
3. Develop skills to provide alternate solutions for a sustainable business environment.
4. Apply effective communication and interpersonal skills for managing organizational transactions and business correspondence.
5. Conduct surveys and prepare project reports in the area of finance, business management and banking, as well as develop entrepreneurial skills.
6. Imbibe and apply the values for ethical business practices.
7. Gain lifelong learning and be agents of social change.



[Programme Outcomes](#)[Structure & Syllabus](#)[Eligibility](#)[Admission Process](#)[Contact](#)[Picture Archives](#)

## B.B.A. Programme Outcomes

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On completion of the programme, the student will be able to:

1. Exhibit an understanding of broad business concepts and principles.
2. Demonstrate the competencies required to undertake managerial jobs.
3. Apply cross functional business knowledge and technologies in solving real world business Problems.
4. Display behavioural skills (e.g., communication, decision making, time management, Negotiations) in business interactions.
5. Recognise and resolve ethical issues in business.
6. Initiate and build entrepreneurial ventures
7. Develop perspective about global environment including cultural, social and sustainability issues.

## B.B.A. Programme Specific Outcomes

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On completion of the programme, the student will be able to:

1. Derive conceptual clarity of various functional areas of an organisation and derive practical learning through summer internship, industrial visits etc.
2. Analyse and interpret data which is used in decision making.
3. Demonstrate behavioural skills like oral, written communication, team work etc.
4. Demonstrate analytical and problem-solving skills through core and elective areas of specialization in Finance, Human Recourse, and Marketing to solve business issues.




[Programme Outcomes](#)
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## M.Com. Programme Outcomes

On successful completion of MCom programme, students will be able to:

1. Define accounting, finance and management concepts required to be implemented while pursuing academic or professional careers.
2. Interpret business-related problems with the help of qualitative and quantitative research techniques and methods.
3. Execute effective communication skills and be able to work ethically in teams as a result of group dynamics.
4. Appraise real life situations by using problem analysis skills and knowledge.
5. Reflect on research knowledge and aptitude acquired during study for solving socially relevant problems.
6. Assess the role and applicability of knowledge acquired in the context of society, environment and sustainable development.
7. Facilitate lifelong learning, demonstrate empathetic social concern and contribute to the development of the nation, by creating awareness on various issues

## Programme Specific Outcomes:

### (A) Accounting and Finance

1. Define advanced accounting concepts and apply accounting knowledge with regards to latest developments in the field of accounting.
2. Prepare learners to undertake managerial roles by imparting theoretical knowledge in specialized fields like accounting, finance and taxation for managing business units.
3. Appraise business and finance-related problems with the help of research methods and techniques.
4. Develop capabilities to pursue career in professional areas finance and allied domains.

### (B) Business Management

1. Define concepts in advertising, marketing, HRM and entrepreneurship.
2. Apply fundamental knowledge in identifying problems while managing business units.
3. Solve business related problems using research methods and techniques.
4. Develop capabilities to pursue career in areas of management, entrepreneurship and international business.





## Integrated Master of Commerce

(Professional Accountancy and Financial Analysis)

[Programme Outcomes](#)
[Structure & Syllabus](#)
[Eligibility](#)
[Admission Process](#)
[Contact](#)
[Report](#)

### About the Programme

I.M.Com. programme is designed to provide expert training to advanced learners to achieve professional level competencies in the domain of accounting and finance. Graduates of this programme will be able to acquire comprehensive knowledge in the area of accountancy, economics and finance and strong analytical skills which will prepare them to pursue top-notch careers in accounting and finance with accounting firms, financial institutions, management consultants, and other entities in a broad range of financial roles.

Further, IMCOM prepares students who are preparing for professional qualifications in accountancy and finance by enrolling in programmes such as Chartered Accountancy (CA), Company Secretary (CS) or Chartered Financial Analyst (CFA) due to its syllabus that is significantly similar to the content of these programmes. Thus, IMCOM which is a professional Masters level qualification right after XIIth prepares students to pursue careers as CA/CS/CFA.

### Programme Outcomes

Program Outcomes(PO)	Graduate Attributes	Description of the Program Outcomes Graduates will be able to:	Cognitive Levels(CL)
PO1	Knowledge	Demonstrate In-depth knowledge in different disciplines of commerce.	CL3
PO2	Decision Making & Skills	Develop business acumen, managerial skills and abilities required to manage activities across various forms of organization.	CL3
PO3	Communication & Soft Skills	Develop effective communication skills and build confidence to face the challenges of the corporate world.	CL3
PO4	Analyse Evaluate	Develop critical thinking, problem solving skills and analytical skills to derive logical conclusions.	CL4
PO5	Internship Industry	Correlate with industry expectations and prepare learners for employment in functional areas.	CL4
PO6	Leadership	Construct proficiency required to appear in Professional examinations like CA, CS, CMA, CFA, ACCA and other such courses.	CL6
PO7	Ethics Lifelong Learning Learner and Society	Inculcate moral values and professional code of ethics that enable students to become a responsible citizen.	CL6



## Masters of Tourism and Travel Management

[Programme Outcomes](#)[Structure & Syllabus](#)[Eligibility](#)[Admission Process](#)[Contact](#)[Picture Archives](#)

### About the Programme

MTTM programme is designed to develop and nurture change agents in the domain of aviation, tourism, wellness, hospitality, and heritage management. In view of the recent developments associated with tourism, which includes the upcoming international airport in Goa, can convert it into a bustling aviation and logistic hub.

With infrastructural developments and associated tourism based activities there is a requirement of skilled resources to cater to the demands created by the tourism industry. The course intends to provide expert training to tourism and aviation industry aspirants and to help them achieve professional level competences in their respective discipline. Post graduates of this programme will be able to acquire comprehensive knowledge in the area of tourism sector by developing their research capabilities, policy drafting and development, human resource management, marketing, MIS deployment, geographical comprehension, entrepreneurship, quality management skills which will prepare them to pursue enriching careers with travel process outsourcing companies, global distribution system companies, aviation and airline industry, logistics and cargo management firms, travel houses, museums, and destination management companies with an array of career opportunities starting from mid management level. MTTM is a two year full time post-graduation programme affiliated to Goa University the total intake for an academic year is 30.

### Programme Outcomes

On successful completion of the MTTM Programme, students will be able to:

1. Identify entrepreneurship opportunities in the business of tourism, aviation and subsidiary systems..
2. Develop innovations in travel and tourism products.
3. Analyse international tourism impacts linked with heritage, aviation, hospitality including health and wellness tourism.
4. Formulate sustainable tourism policies for tourism stakeholders.
5. Resolve air fares and ticketing exchange issues.
6. Apply quantitative and qualitative concepts and skills to address airport operations issues.
7. Generate revenue for tourism destinations using effective destination management techniques.





Dempo Charities Trust's

# SRINIVASSA SINAI DEMPO COLLEGE OF COMMERCE AND ECONOMICS

(Reaccredited by NAAC at 'A' grade with a CGPA of 3.30)

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5	Live event visits to explore and understand operations.				
6	Exciting academic year with live experiences.				
7	Tie-Up's with reputed Media and Event Management organization for internship and placements.				

## Programme Outcomes

On successful completion of PGDM-Event Management programme students will be able to:

1. Apply managerial skills to professionally design, plan and execute events.
2. Identify best practices in the development and delivery of successful events for individuals and business organizations..
3. Identify key elements of event budget and event financing for varied types of events.
4. Demonstrate effective communication skills for managing events transactions and business correspondence.
5. Evaluate event performance and develop contingency plans for future events.
6. Apply ethical business practices for management of events.
7. Develop and build entrepreneurial ventures.

## Course Outcomes

DCT's  
S. S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS  
Cujira, Bambolim-Goa

PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES  
AND COURSE OUTCOMES

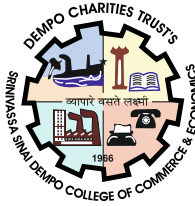
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*[Signature]*  
PROFESSOR and PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.





DEMPO CHARITIES TRUST'S  
**S. S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS**

Reaccredited by NAAC at 'A' Grade  
(with a CGPA of 3.30)

Deendayal Integrated School Complex,  
Cujira, Bambolim - 403202

**PROSPECTUS 2021 - 22**



**BACHELOR OF COMMERCE**

Affiliated to Goa University

**CBCS**  
**B.COM. (HONS.) STRUCTURE WITH SUBJECTS**  
**SEMESTER I**

<b>CATEGORY</b>	<b>PAPER</b>
CC 1	General Management
CC 2	Financial Accounting
CC 3	Micro Economics
CC 4	Commercial Arithmetic I
AECC 1	Spoken English
AECC 2	Environmental Studies I
GE 1	Computer Application I
	Banking I
	Principles of Insurance
	Marketing Management
	Principles and Practice of Accounting

**SEMESTER II**

<b>CATEGORY</b>	<b>PAPER</b>
CC 5	Introduction to Marketing
CC 6	Financial Statement Analysis & Interpretation
CC 7	Managerial Economics
CC 8	Commercial Arithmetic II
AECC 3	Business Communication I
AECC 4	Environmental Studies II
GE 2	Computer Application II
	Banking II
	Practice of Insurance
	Service Marketing
	Specialised Accounting





# PROSPECTUS

## 2021-22

**BACHELOR OF BUSINESS  
ADMINISTRATION (B.B.A)**  
Affiliated to Goa University

# Be Unique... Stand Out



**DEMPO CHARITIES TRUST'S**  
**S. S. DEMPO COLLEGE OF COMMERCE & ECONOMICS**

Reaccredited by NAAC at the 'A' grade (with a CGPA of 3.3/4)  
Integrated Education Complex, Opp. GMC (Bambolim), Cujira, St. Cruz, Ilhas - Goa

## OBJECTIVE OF THE PROGRAMME

To build competence in students to effectively undertake entry level managerial jobs in organizations.

## PROGRAMME OUTCOMES

On completion of the programme, the student will be able to:

- Exhibit an understanding of broad business concepts and principles.
- Demonstrate the competencies required to undertake managerial jobs.
- Apply cross functional business knowledge and technologies in solving real world business problems.
- Display behavioural skills (e.g. communication, decision making, time management, negotiation) in business interactions.
- Recognise and resolve ethical issues in business.
- Initiate and build entrepreneurial ventures.

## COURSE STRUCTURE

CATEGORY	CORE COURSES		ELECTIVE COURSES		INTERNSHIPS	
Courses	Core Business Courses	Soft Skill Courses	Business Courses (BC)	Non Business Courses (NBC) Courses	Internships in Organization and report	Internships Seminars
Credits**	52	12	30	24	16	6

\* As per the ordinance OA 24 of the Goa University.

TOTAL MINIMUM CREDITS = 140

\*\* 1 credit is equivalent to 15 contact hours of class/ 45 hours of internship.





**Dempo Charities Trust's**  
**S. S. Dempo College of Commerce & Economics**  
REACCREDITED BY NAAC AT THE 'A' GRADE (WITH A CGPA OF 3.30 ON A SEVEN POINT SCALE)

# PROSPECTUS

## 2021-22



**MASTER OF**  
**COMMERCE (M.Com.)**  
**SELF-FINANCING PROGRAM**  
Affiliated To Goa University



## **2 YEARS FULL TIME SELF-FINANCED PROGRAMME** *Affiliated to Goa University*

### **A BRIEF DESCRIPTION OF THE PROGRAMME**

The 2-year Master of Commerce course which to be conducted under semester Choice Based Credit System (CBCS), is offered with an objective to provide an extensive specialized knowledge in different domains of Commerce and Business for inculcating an appropriate multiple skills and ethical values in the students. More specifically, the course aims at developing the human potential to serve the various fields of teaching profession and also to serve for research in the social sciences, thereby helping for the needs of industry at micro and macro levels.

### **OBJECTIVES OF THE COURSE**

1. To provide the conceptual knowledge and its applications in various areas of commerce fields.
2. To facilitate the students the various opportunities of studying the professional courses in parallel with Commerce discipline.
3. To provide the knowledge to the students to reach the important positions in teaching, business, industries and related areas of employment opportunities.
4. To provide a scope to the learners to gain the knowledge in understanding the purpose and use of commerce subjects.

### **ADMISSION**

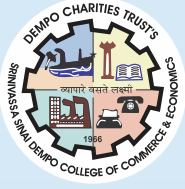
The admission to the M. Com Programme is based on the Common Entrance Examination conducted by the Goa University as per OA 22.

### **PROGRAMME OUTCOME**

M.Com degree program offered by University is outcome based and the outcomes expected are as follows:

1. Enhancing the horizon of knowledge so as to enable the learners to carry out qualitative research and pursue academic or professional careers.
2. Developing Problem Analysis Skills and knowledge and applying the same in real life situation.
3. Using research knowledge and aptitude acquired in the course of study for solving socially relevant problems.
4. Understanding the role and applicability of knowledge acquired in the context of society, environment and sustainable development sticking on to the ethics and values.
5. Developing effective communication skills and ability to work in teams by strengthening group dynamics.
6. Fostering ability to engage in lifelong learning, demonstrating empathetic social concern, contributing to the development of nation, by making sure of awareness gained on various issues.





Dempo Charities Trust's  
**S. S. Dempo College of  
Commerce & Economics**

REACCREDITED BY NAAC AT 'A' GRADE (CGPA OF 3.30/4)  
Deendayal Integrated School Complex, Cujira, Bambolim - Goa 403202

# 2021-22

# I.M.COM

INTEGRATED MASTER OF COMMERCE

4 YEAR INTEGRATED PROGRAMME  
AFFILIATED TO GOA UNIVERSITY



# INTEGRATED MASTER OF COMMERCE (I.M.COM)

PROFESSIONAL ACCOUNTANCY AND FINANCIAL ANALYSIS PROGRAMME  
Post Graduate Programme affiliated to Goa University.

I.M.Com. programme is designed to provide expert training to advanced learners to achieve professional level competencies in the domain of accounting and finance. Graduates of this programme will be able to acquire comprehensive knowledge in the area of accountancy, economics and finance and strong analytical skills which will prepare them to pursue enriching careers with accounting firms, financial institutions, management consultants, and other entities in a broad range of financial roles.

A Professional Masters level qualification right after XIIth that prepares students to pursue careers as CA/CS/CFA. The I.M.Com. programme is divided into 8 semesters. Each semester shall have courses as prescribed in list of courses.

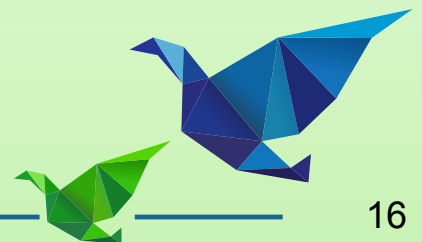
## I.M.COM ADVANTAGE

- Specialised programme in Accounting and Finance.
- CA/CS/Legal and finance industry professionals as faculty members.
- Corporation internships and facilitation for CA articleship.
- Training modules for CA/CS aspirants from foundation to final exams.
- Training modules in financial analysis software applications.
- Practical exposure to the practice of accounting, audit and taxation.

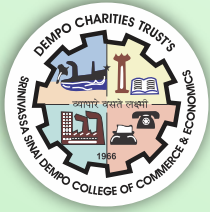
## PROGRAMME OUTCOMES

On successful completion of I.M.COM programme students will be able to:

1. Exhibit comprehensive knowledge of accounting concepts, principles, and financial reporting framework applicable to organizations in a given reporting environment.
2. Apply knowledge of accounting in identifying, correcting and designing appropriate financial and cost accounting systems for varied types of business entities.
3. Perform accounting, cost, taxation and financial analysis and recommend appropriate course of action to business entities under given circumstances.
4. Demonstrate proficiency in tax planning and investment analysis for effective management of personal finances of individuals.
5. Devise measures for effective internal control of organizational resources and for management of risks through the application of internal audit and contemporary financial risk management techniques.
6. Evaluate economic activities of an organization for their implications on accounting, optimization of resource usage, improvement of organizational performance and long term growth on the foundation of ethics.
7. Develop functional analytical models for business decisions and problem solving using business data.







**Dempo Charities Trust's**  
**S. S. Dempo College of Commerce & Economics**  
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AVIATION MANAGEMENT



HERITAGE TOURISM MANAGEMENT



WELNESS TOURISM MANAGEMENT



HOSPITALITY TOURISM MANAGEMENT



GENERAL TOURISM MANAGEMENT



**MASTERS OF TOURISM & TRAVEL  
MANAGEMENT (MTTM)**



# LIST OF COURSES

In the following tables, L refers to Lectures, T refers to tutorials and P refers to practicals.

## Compulsory Papers

### Papers

(Core Subjects Indicated as TTC-XXX, Optional Subjects Indicated as TTO-XXX)

COURSE CODE	PAPER	L-T-P (HOURS/WEEK)	CREDITS
<b>SEMESTER I</b>			
TTC-101	PRINCIPLES OF MANAGEMENT	2	2
TTC-102	PRINCIPLES AND POLICIES OF TOURISM	2	2
TTC-103	BUSINESS STATISTICS	2	2
TTC-104	GEOGRAPHY FOR TOURISM	2	2
TTC-105	MANAGERIAL COMMUNICATIONS	1	1
TTC-106	HUMAN RESOURCE MANAGEMENT IN TOURISM	2	2
TTC-107	TOURISM ECONOMICS	3	3
TOTAL CREDITS			<b>14</b>
<b>SEMESTER II</b>			
TTC-208	BUSINESS RESEARCH METHODS	2	2
TTC-209	ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM	2	2
TTC-210	TOURISM MARKETING	2	2
TTC-211	ACCOUNTING FOR MANAGERIAL DECISIONS	2	2
TTC-212	QUALITY MANAGEMENT IN TOURISM	2	2
TTC-213	ENTREPRENEURIAL MANAGEMENT IN TOURISM	2	2
TTC-214	SUSTAINABLE TOURISM	2	2
TTO-215	INDUSTRY INTERNSHIP	-	6
TOTAL CREDITS			<b>20</b>



LIVE YOUR  
DREAM!  
PROSPECTUS  
21-22

Dempo Charities Trust's  
**S. S. Dempo College of  
Commerce & Economics**

REACCREDITED BY THE NAAC AT 'A' GRADE (CGPA of 3.30/4)  
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[www.dempocollege.edu.in](http://www.dempocollege.edu.in)

**POST GRADUATE DIPLOMA IN MANAGEMENT  
EVENT MANAGEMENT**

Affiliated to Goa University

**CERTIFICATE COURSE IN  
EVENT MANAGEMENT**

Affiliated to HUMAN RESOURCE DEVELOPMENT FOUNDATION SOCIETY  
(A Society of Government of Goa under Directorate of Skill Development &  
Entrepreneurship registered with Societies Registration Act 1860  
with registration No.153/Goa/97)

DEMPO COLLEGE  
**DCEM**  
EVENT  
MANAGEMENT  
DEPARTMENT OF EVENT MANAGEMENT  
S. S. DEMPO COLLEGE

# POST GRADUATE DIPLOMA IN MANAGEMENT (EVENT MANAGEMENT)

Affiliated to Goa University

## ABOUT THE PROGRAM:

Event management is an exciting and rewarding field of study and career. It is an area where you can explore your creativity for delivering happiness! Event management is already an established industry in India and its requirements is felt in varied personal and commercial events of individuals, small businesses and corporate organizations. Event management has multiple segments of study and giving a perfect outcome to any event requires immense skills across all these segments.

The one year full time Post Graduate Diploma in Management – Event Management programme offered by the college builds the managerial skills that are a must in designing and executing a perfect event. This programme is affiliated to Goa University. The programme offers opportunity of specialization in the areas of Event Planning, MICE, Designing Software, Wedding Planning and Special Events. The programme provides students with opportunities to acquire right skills set and enables them to apply their knowledge in the real world of Events. The programme content is largely delivered by industry experts and also is a platform to be part of event teams of live events in business, art and entertainment.

## SPECIAL HIGHLIGHTS OF THE PROGRAMME ARE:

1. Innovative Curriculum.
2. Industry experts as part of teaching faculty.
3. Technology enabled learning.
4. Workshops on Creative enhancement and thinking-out-of-box concept and technical production of events.
5. Live events visits to explore and understand operations.
6. Exciting academic year with live experiences.
7. Tie-up's with reputed Media and Event Management organisation for internship and placements.

## PROGRAMME OUTCOMES:

On successful completion of PGDM-Event Management programme, students will be able to:

1. Apply managerial skills to professionally design, plan and execute events.
2. Identify best practices in the development and delivery of successful events for individuals and business organizations.
3. Identify key elements of event budget and event financing for varied types of events
4. Demonstrate effective communication skills for managing events transactions and business correspondence.
5. Evaluate event performance and develop contingency plans for future events



# I.M.Com. Part III

DCT's S. S. Dempo College of Commerce and Economics, Cujira Goa  
Integrated Master of Commerce (I.M.Com.) Programme

## PROGRAMME OUTCOMES

Program Outcomes (PO)	Graduate Attributes	Description of the Program Outcomes Graduates will be able to:	Cognitive Levels (CL)
PO1	Knowledge	Demonstrate In-depth knowledge in different disciplines of commerce.	CL3
PO2	Decision Making & Skills	Develop business acumen, managerial skills and abilities required to manage activities across various forms of organization.	CL3
PO3	Communication & Soft Skills	Develop effective communication skills and build confidence to face the challenges of the corporate world.	CL3
PO4	Analyse Evaluate	Develop critical thinking, problem solving skills and analytical skills to derive logical conclusions.	CL4
PO5	Internship Industry	Correlate with industry expectations and prepare learners for employment in functional areas.	CL4
PO6	Leadership	Construct proficiency required to appear in Professional examinations like CA, CS, CMA, CFA, ACCA and other such courses.	CL6
PO7	Ethics Lifelong Learning Learner and Society	Inculcate moral values and professional code of ethics that enable students to become a responsible citizen.	CL6

## PROGRAMME SPECIFIC OUTCOMES

Program Specific Outcomes (PSO)	Description of the Program Specific Outcomes Graduates will be able to:	Cognitive Levels (CL)
PSO1	Enumerate comprehensive knowledge and conceptual clarity in various fields of commerce.	CL1
PSO2	Apply knowledge, theories, methods, and practices to address real-world challenges and opportunities.	CL3
PSO3	Analyse business data and apply relevant analysis for effective problem solving.	CL4
PSO4	Develop competent professionals with strong subject skills, ethical values, capable of assuming a pivotal role in various sectors of the Economy and Society.	CL6

## SEMESTER V

COI 501: Advanced Tax Laws (4 Credits)		
CO1	Identify the technical terms related to Income Tax.	CL1
CO2	Explain the special provisions under Income Tax Act for companies and other entities including LLPs, firms, Trusts, BOIs	CL2
CO3	Apply provisions beneficial for corporate tax planning under different circumstances.	CL3
CO4	Demonstrate knowledge of principles of international taxation and transfer pricing.	CL3
COI 502: Advanced Company Law (4 Credits)		
CO1	Identify provisions relating to formation of various entities.	CL1
CO2	Recognize various provisions of company law with reference to managerial personnel.	CL2
CO3	Demonstrate knowledge of company law provisions for winding up, amalgamations, producer companies, LLPs, banking and insurance companies.	CL3
CO4	Explain Reports, Filings and Compliance with Allied Acts so as to comprehensively file annual returns.	CL4
COI 503: Advanced Financial Management (4 Credits)		
CO1	Describe the framework of financial policy and identify different types of risks.	CL1
CO2	Estimate computations for evaluation of international capital budgeting decisions.	CL2
CO3	Demonstrate knowledge of international financial markets.	CL3
CO4	Choose appropriate avenues for availing finance for SMEs and start-up firms.	CL4
COI 504: Financial Reporting (4 Credits)		
CO1	Recognize corporate financial reporting system.	CL1
CO2	Prepare financial statements and record accounting entries based on Ind AS.	CL3
CO3	Apply Ind AS in specific circumstances such as consolidated financial statements, business combination and share based payment.	CL3
CO4	Discover emerging trends in financial reporting.	CL3
COI 505: Internship (8 Credits)		
CO1	Identify the linkages among different functions and departments.	CL1
CO2	Contrast theoretical learning in practical situations by accomplishing the tasks assigned.	CL4
CO3	Assess interest and abilities in their field of study.	CL5
CO4	Develop self-understanding, self-confidence, and interpersonal skills.	CL6

## COURSE OUTCOMES

### SEMESTER VI

COI 601: Advanced Management Accounting (4 Credits)		
CO1	Describe the role of strategic cost management in supporting strategy development	CL1
CO2	Explain cost management techniques for decision making in specific business sectors.	CL2
CO3	Apply advanced cost management techniques in evaluating business performance.	CL3
CO4	Analyse and evaluate financial and non-financial performance to suggest ways for improvement.	CL4
COI 602: Financial Services and Capital Markets (4 Credits)		
CO1	Enumerate the conceptual background of investment management.	CL1
CO2	Discuss the working and intricacies of primary market and secondary market.	CL2
CO3	Illustrate working of the financial services sector and familiarize with emerging financial services.	CL3
CO4	Compare investment opportunities in stock markets.	CL4
COI 603: Indirect Taxes (4 Credits)		
CO1	Identify specific provisions of GST and its levy.	CL1
CO2	Discuss specific provisions and facilities under foreign trade policy.	CL2
CO3	Demonstrate proficient knowledge in application of GST law and procedures.	CL2
CO4	Infer provisions and procedures under customs law.	CL2
COI 604: Treasury and Forex Management (4 Credits)		
CO1	Describe the system of treasury management and forex market.	CL1
CO2	Explain application of techniques of cash and liquidity management.	CL2
CO3	Assess foreign exchange risk using derivatives instruments.	CL3
CO4	Estimate exposures of a firm in forex markets and provide practical solutions to deal with exposure.	CL4



# M.COM PART II BUSINESS MANAGEMENT

## SPECIALISATION: BUSINESS MANAGEMENT

### SEMESTER III

#### ADVERTISING AND SALES MANAGEMENT (COO 340)

On completion of the course, students will be able to:

1. Describe the concept of Advertising and Media Planning.
2. Discuss Creativity in Advertising, Copy Writing and Advertising Campaigns.
3. Demonstrate skills and understanding of Sales Management and Management of Sales Force
4. Analyse various sales budgeting and sales control methods

#### CONSUMER BEHAVIOUR AND MARKETING RESEARCH (COO 341)

On completion of the course, students will be able to:

1. Identify the role and importance of successful marketing research for assessing various facets of consumer behaviour.
2. Apply appropriate qualitative and quantitative marketing research techniques depending on the research problems.
3. Measure technological influences on customer behaviour and also the level of customer satisfaction.
4. Summarise and interpret results of marketing research problems.

#### BASIC ECONOMETRICS (COO 345)

On completion of the course, students will be able to:

1. Describe econometrics and its uses
2. Explain various econometric techniques and its applicability
3. Apply knowledge in developing various econometric models to data
4. Apply methodology of regression analysis in developing models for data in social sciences

#### ENTREPRENEURSHIP MANAGEMENT (COO 347)

On completion of the course, students will be able to:

1. Describe the qualities of a successful entrepreneur
2. Classify different types of entrepreneurs.
3. Discuss various financial schemes and infrastructure provided by the government to entrepreneurs
4. Develop an entrepreneurial mind-set by learning key skills such as feasibility report preparation.

### PROGRAMME OUTCOMES

On successful completion of MCom programme, students will be able to:

1. Define accounting, finance and management concepts required to be implemented while pursuing academic or professional careers
2. Interpret business-related problems with the help of qualitative and quantitative research techniques and methods
3. Execute effective communication skills and be able to work ethically in teams as a result of group dynamics
4. Appraise real life situations by using problem analysis skills and knowledge.
5. Reflect on research knowledge and aptitude acquired during study for solving socially relevant problems.
6. Assess the role and applicability of knowledge acquired in the context of society, environment and sustainable development.
7. Facilitate lifelong learning, demonstrate empathetic social concern and contribute to the development of the nation, by creating awareness on various issues.

### PROGRAMME SPECIFIC OUTCOMES

#### Business Management

1. Define concepts in advertising, marketing, HRM and entrepreneurship
2. Apply fundamental knowledge in identifying problems while managing business units
3. Solve business related problems using research methods and techniques
4. Develop capabilities to pursue career in areas of management, entrepreneurship and international business

### SEMESTER IV

#### INDUSTRIAL AND RURAL MARKETING (COO 442)

On completion of the course, students will be able to:

1. Define and summarize the concepts of industrial marketing
2. Examine the intricacies of channel management
3. Appraise the nuances of rural marketing
4. Assessing pricing policies and sales management of firms.

#### INTERNATIONAL MARKETING (COO 443)

On completion of the course, students will be able to:

1. Examine the International marketing environment.
2. Describe new product development ideas, product marketing strategies and branding issues.
3. Interpret pricing decisions, strategies and communication decisions in international marketing.
4. Analyse International marketing research and negotiating with customers.

#### INTERNATIONAL TRADE AND ENVIRONMENT (COO 446)

On completion of the course, students will be able to:

1. Discuss the significance of International Trade
2. Explain various aspects of the International Business Environment
3. Apply different Theories of International Trade
4. Analyse the Consequences of Globalization and Changes in the International Business Environment

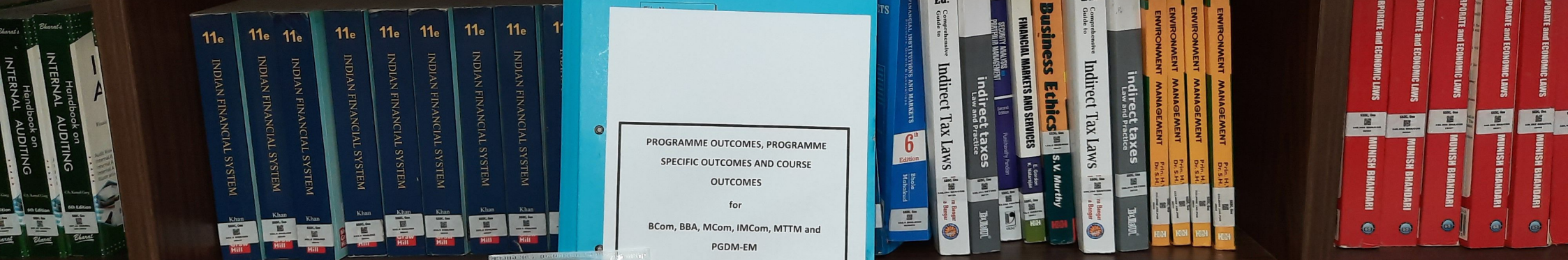
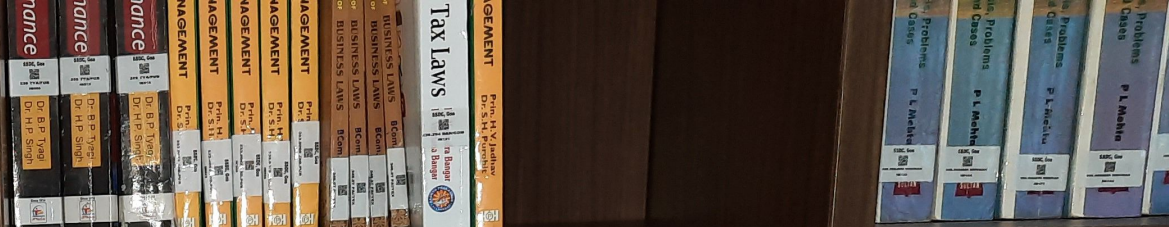
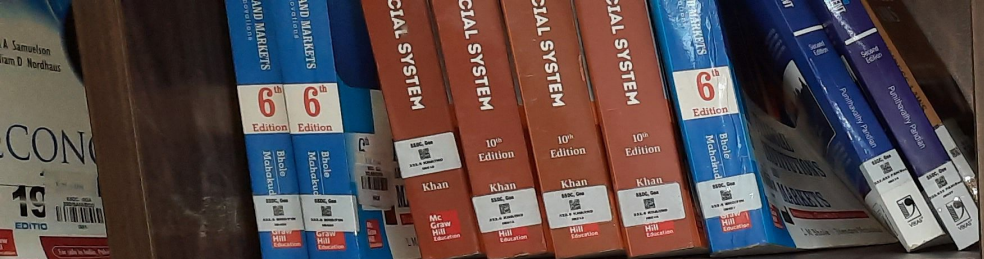
#### ORGANISATIONAL BEHAVIOUR (COO 449)

On completion of the course, students will be able to:

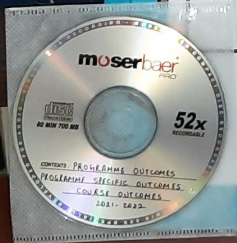
1. Define the concept and importance of organisational behaviour at workplace
2. Explain the concepts of group behaviour, organisational power and politics
3. Prepare conflict resolution strategies for organisational harmony
4. Select the most appropriate method to solve organisational problems







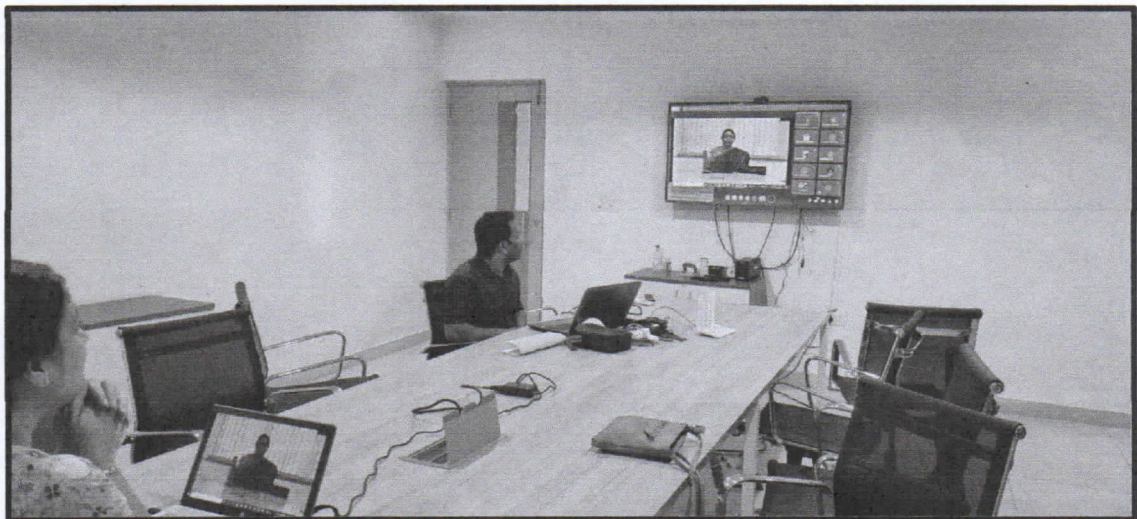
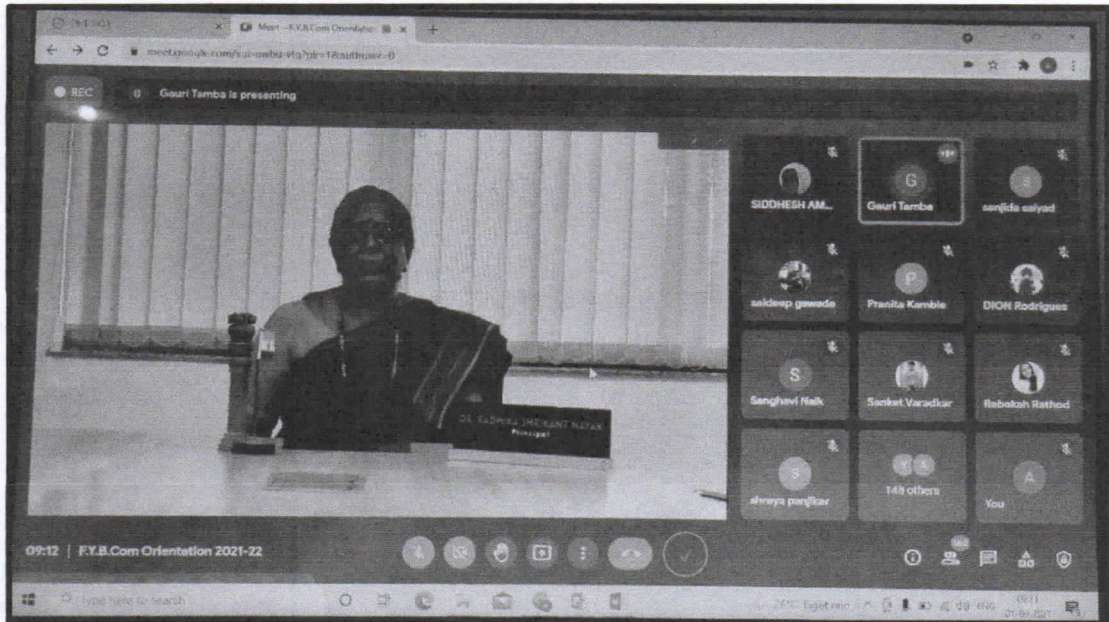
PROGRAMME OUTCOMES, PROGRAMME  
SPECIFIC OUTCOMES AND COURSE  
OUTCOMES  
for  
BCom, BBA, MCom, IMCom, MTTM and  
PGDM-EM  
2021-2022





**DCT's S. S. Dempo College of Commerce & Economics  
Cujira, Bambolim – Goa**

Online orientation session conducted by BCom (Hons) Department for academic year 2021-2022



Asst. Professor Amit Naik  
Admission In-charge, FY BCom

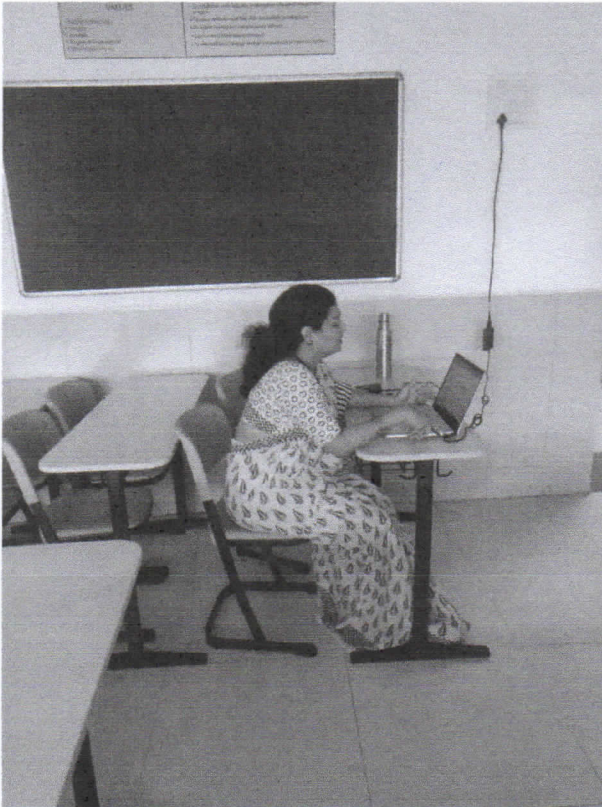


**PROFESSOR and PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
**COMMERCE & ECONOMICS,**  
Deendayal Integrated School Complex,  
Cujira - Goa.

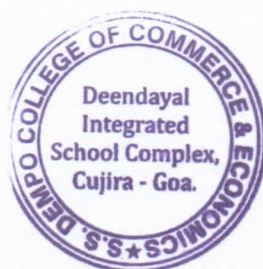


**DCT's S. S. Dempo College of Commerce & Economics  
Cujira, Bambolim – Goa**

Online orientation session conducted by BBA Department for academic year 2021-2022



Dr. Sonya K. Angle  
Course Coordinator  
BBA Program

  
Dr. Radhika Nayak

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**S.S. DEMPO COLLEGE OF**  
**COMMERCE & ECONOMICS,**  
Deendayal Integrated School Complex,  
Cujira - Goa.



**DCT's S. S. Dempo College of Commerce & Economics**  
**Cujira, Bambolim – Goa**

Online orientation session conducted by MCom Department for academic year 2021-2022

**Post Graduate Department of**  
**Commerce**


**DCT's S. S. Dempo College of Commerce and Economics**

Date: 01 September 2021

**Department Profile**

• **Established:** Academic year 2006 -07

- **Learning Outcome:** To train manpower requirements for Teaching, Research and Industry.
- **Credits:** Course follows Choice Based Credit System and the programme is divided into Four semesters. In order to award M.Com degree the candidate must have earned 64 credits.
- **Summer Training:** Every student has to undergo compulsory 4 weeks summer training in industrial organizations at the end of Semester II.
- **Dissertation:** A Dissertation carrying 8 credits is offered during the third and fourth semester.
- **Innovative teaching methods:** like Virtual Trading Games , Experiential learning - Retail Mela , Ad Creation , Poster Competitions , Swayam - An online certification program .

  
Asst. Professor Namrata S. Wagle  
Course Co-ordinator, MCom Programme

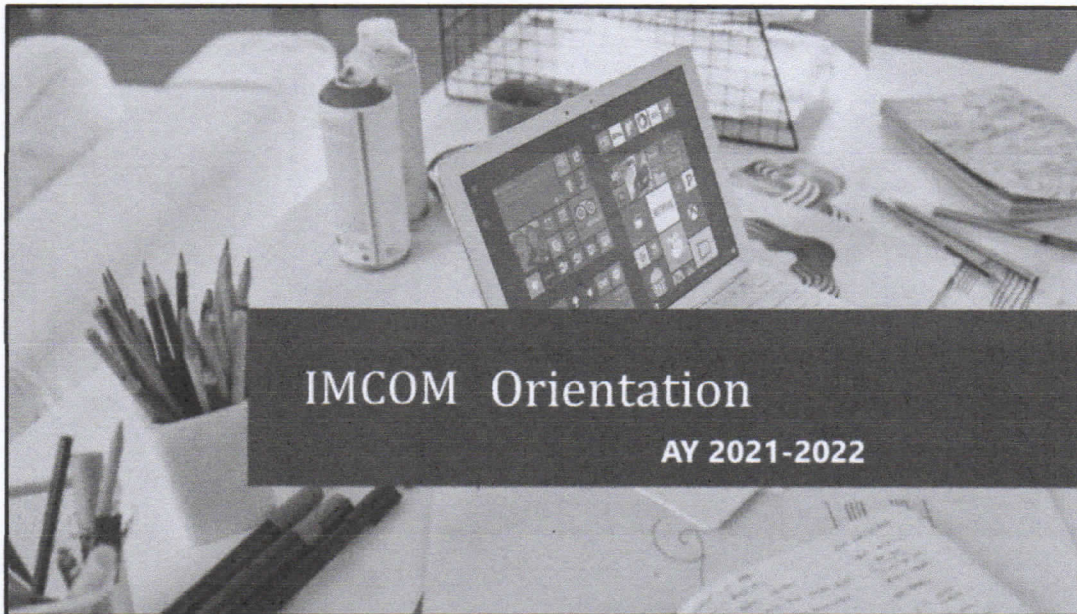


  
Dr. Radhika Nayak

PROFESSOR and PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.

**DCT's S. S. Dempo College of Commerce & Economics  
Cujira, Bambolim – Goa**

Online orientation session conducted by IMCom Department for academic year 2021-2022



Agenda

- ✓ Schedule of Semester II
- ✓ Subjects
- ✓ Faculty
- ✓ Time table
- ✓ Statistics Classes
- ✓ MS TEAMS
- ✓ Attendance
- ✓ CA foundation Exams Declaration Forms to download, print and take signature, fill the online examination form payment of Fees
- ✓ Entrance Exam on 12<sup>th</sup> March 2022.

Asst. Professor Ashfa Shaikh  
Course Co-ordinator  
IMCom Programme



Dr. Radhika Nayak  
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S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.

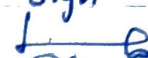












# MTTM ORIENTATION


## Mentoring & Orientation

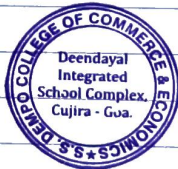
16<sup>th</sup> Sep 2021

Description: An orientation of the MTTM Programme structure and syllabus was given to the students of MTTM Batch 2021-23. Fee structure and credit system for compulsory and optional sessions were discussed.

Student Name	Sign
Lenard Mhanggo	
Mayushi Malik	
Jessica Mendonca	
AIYAT SAYED	
Shweta Pawar	
Andrea A. Fernandes	
Anison D'Costa	
Jeyashelan	
Sanjana Desai	
Rajlekhan S. mardelkar	
Ashvi Antas	



  
Dr Cheryl V. Das  
Class Mentor





Dempo Charities Trust's  
S. S. Dempo College of Commerce & Economics  
Cujira, Bambolim – Goa

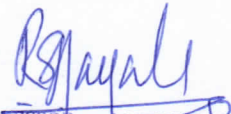
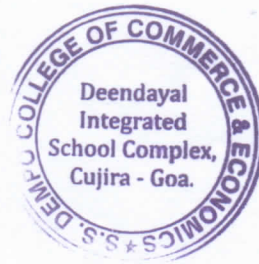
Department of Event Management

Student orientation PGDM – Event Management and Certificate in Event Management for  
the academic year 2021 – 2022

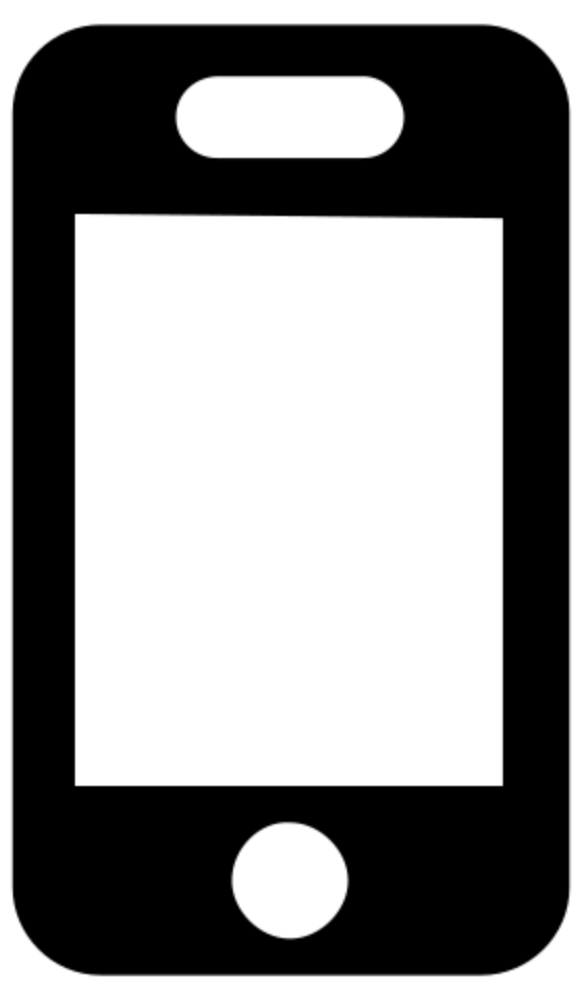
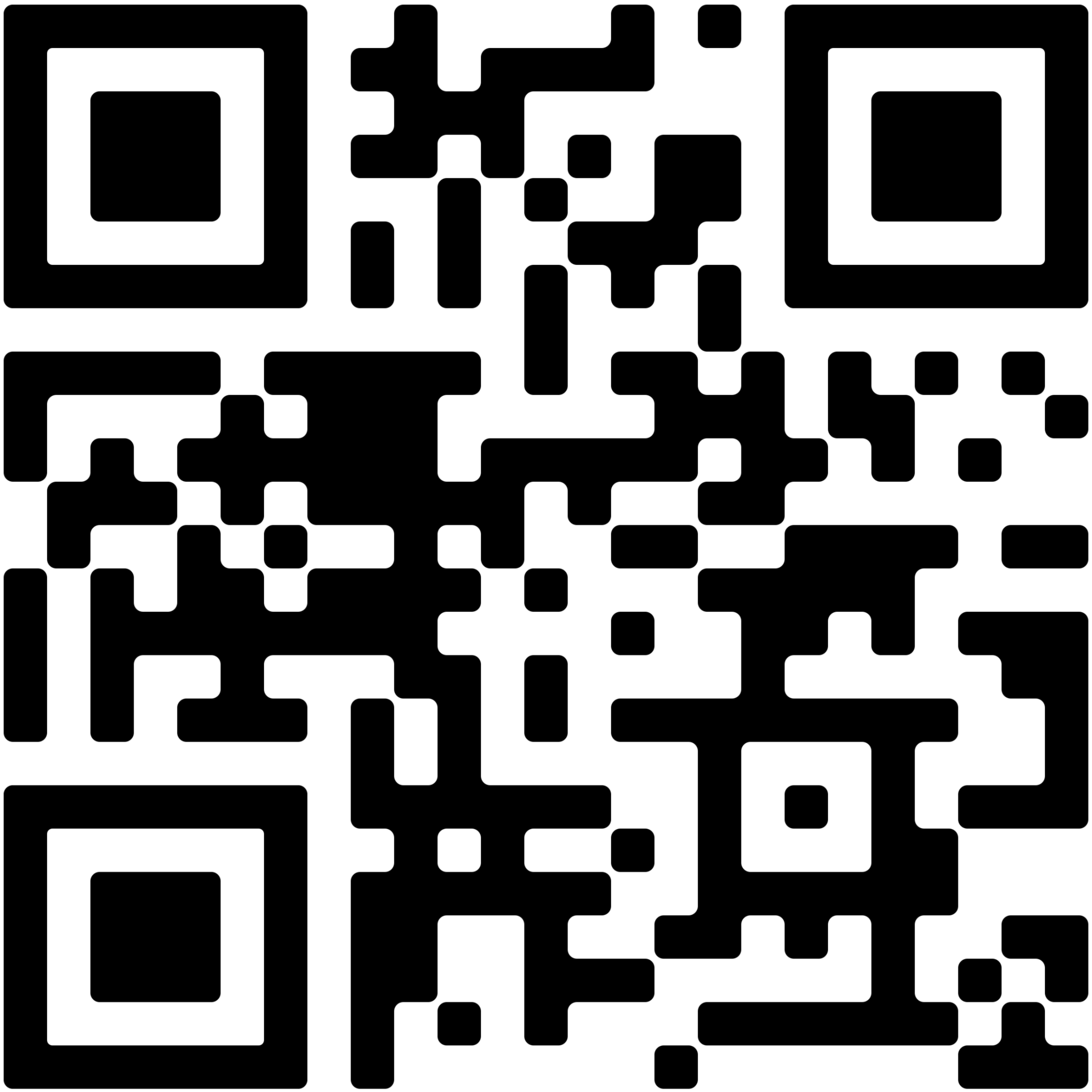
<b>Class</b>	<b>Class Teacher</b>	<b>Date</b>
PGDM – Event Management	Asst. Prof. Vishal Rane	06 <sup>th</sup> September, 2021
Certificate in Event Management	Asst. Prof, Vishal Rane	03 <sup>rd</sup> September, 2021



Programme Coordinator  
Department of Event Management



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Cujira - Goa.



SCAN ME

**DCT's S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS -CUJIRA-**

**BAMBOLIM, GOA**

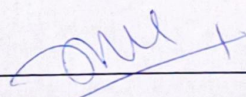
Programme Name: B. Com Hons Semester/Term: V

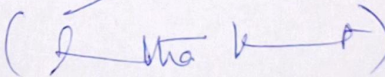
Academic Year: 2021-2022

Course Name: Industrial Management Course Code: \_\_\_\_\_

**Assignment Matrix**

	Knowledge	Analysis's Professional Skills	Sustainable Business Enrichment	Communication Skills	Project and Finance Management	Ethics	Lifelong Learning	Conceptual Knowledge	Accounting & Finance HR Management	Financial Statement Analysis & Mgt Strategy	Commerce, Innovation & Entrepreneurship	
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	02	-	-	01	01	-	01	02	-	-	01	
CO2	02	-	-	01	01	01	01	02	-	-	01	
CO3	02	-	-	01	01	01	01	02	-	-	01	
CO4	02	01	02	01	01	01	01	02	-	-	01	
Average	02	01	02	01	01	01	01	02	-	-	01	

Name & Signature of Faculty: 

()

**Scale- 0-3**

- 0- No Correlation
- 1- Low Level Correlation
- 2- Medium Level Correlation
- 3- Strong Correlation



**DCT's S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS -CUJIRA-**

**BAMBOLIM, GOA**


Programme Name: B.Com Semester/Term: I

Academic Year: 2021-22

Course Name: Principles & Practice of Accounting Course Code: \_\_\_\_\_

**Assignment Matrix**

CO / PO	Knowledge	Analytical Professional Skills	Sustainable Business Environment	Communication Skills	Project & Finance Mgmt.	Ethics	Life Long Learning	Fundamental Concepts	Financial Mgt. Tax Planning, Marketing, Risk Costing, etc.	Financial Mgt. analysis Cost Mgt. Strategic	Commerce, Innovation, Society
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	2	3	2	3	3	3	3	1
CO2	3	3	2	2	3	2	3	2	3	3	1
CO3	3	3	2	2	3	2	3	3	3	3	1
CO4	3	3	3	2	3	2	3	3	3	3	1
Average	3	2.5	2.25	2	3	2	3	2.75	3	3	1

Name & Signature of Faculty:  Vitiksha Venji

**Scale- 0-3**

- 0- No Correlation
- 1- Low-Level Correlation
- 2- Medium Level Correlation
- 3- Strong Correlation



DCT's S.S. Dempo College of Commerce and Economics, Cujira, Bambolim, Goa

Programme Name: BBA  
Course Name: Financial Statement Analysis 1

Semester/ Term: 2

Academic Year: 2021-22  
Course Code:(BBCB012)

	Understand Business Concepts and Principles	Demonstrate Managerial Competencies	Apply Cross-Functional Business Knowledge	Display Behavioral Skills	Recognise and Resolve Ethical Issues	Initiate and Build Business Ventures	Develop Perspective about Global Environment (cultural, social sustainability)	Conceptual Clarity and Practical Learning	Analytical Skills	Behavioral Skills	Problem Solving in Core and Functional Areas of Management
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	1	2	1	1	3	3	1	3
CO2	3	3	3	1	3	2	1	3	3	1	3
CO3	3	2	3	1	1	2	0	3	2	1	3
CO4	2	2	2	2	2	2	0	3	2	1	3
<b>Average</b>	2.75	2.5	2.75	1.25	2	1.75	1	3	2.5	1	3

Name and Signature of Faculty: Vishwa Naik Raiker



After completing the course students will be able to:

Course

Outcomes: FINANCIAL STATEMENT ANALYSIS 1

- CO1 Interpreting financial statements from annual report of a company.
- CO2 Analysing financial statements to assess financial strength of a company using vertical/horizontal analysis.
- CO3 Computing and analyzing different financial ratios and their interpretation and application in decision making.
- CO4 Preparing Cash Flow Statement and commenting on cash position of an entity.



**DCT's S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS -CUJIRA-BAMBOLIM, GOA**

**Programme Name: M. Com**

**Semester/Term: II**

**Academic Year: 2021-2022**

**Course Name: Banking and Financial Institutions**

**Course Code: COC 223**

**Assignment Matrix**

	Knowledge	Analytical Skills	Communication Skills	Management Skills	Social Responsibility	Sustainable Business Environment	Life Long Learning		Knowledge	Management Skills	Analytical Skills	Employability
CO PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7		PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	1	1	2	3		2	2	2	2
CO2	3	1	2	2	2	2	3		2	2	2	2
CO3	3	1	2	2	1	2	3		1	2	2	3
CO4	3	2	3	3	1	2	3		3	3	3	3
<b>Average</b>	3	1.25	2.25	2	1.25	2	3		2	2.25	2.25	2.5

**Name & Signature of Faculty: S. Sneha**

*Sneha*



## DCT'S S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS, CUJIRA-BAMBOLIM, GOA

**Program Name:** Integrated Masters of Commerce (I.M.Com.)

**Academic Year:** 2021-22

**Semester:** Semester II

**Course Name:** Accounting

**Course Code:** COI 206

**Name of Faculty:** Asst. Prof. Aparna Rege, CA Sonam Daivajna

### COURSE OUTCOMES

CO	COI 206 Accounting (4 Credits)	CL
CO1	Discuss the framework for preparation and presentation of financial statements.	CL2
CO2	Prepare financial statements of various business entities as per accounting standards and general accounting principles.	CL3
CO3	Apply specific accounting standards and legislations to different transactions and events.	CL3
CO4	Demonstrate the Accounting procedures used for specialised business transactions.	CL3

### ASSIGNMENT MATRIX

	Knowledge	Decision Making	Communication & Soft Skills	Analytical Skills	Industry Readiness	Leadership	Lifelong Learning	Strong Conceptual Base	Knowledge Application	Problem Solving Ability	Competent Professionals
CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	3	3	2	3	3	3	3
CO2	3	3	2	3	3	3	2	3	3	3	3
CO3	3	3	2	3	3	3	2	3	3	3	3
CO4	3	3	2	3	3	3	2	3	3	3	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>

Signature: 





**DCT's S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS -CUJIRA-BAMBOLIM, GOA**

**Academic Year: 2021-22**

**Course Name: ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM Course Code: TTC 209**

**After completing this course students will be able to:**

Course Outcomes	ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM (TTC 209)	Competency Level
CO1	Identify the importance of ethics for tourism business units.	CL1
CO2	Explain the importance of AMASR 1951 and AATA 1972 in preservation of ancient art, antiques, monuments, and architecture.	CL2
CO3	Compare the role of international conventions in the regulation of hospitality, heritage, aviation, travel and tourism.	CL4
CO4	Recommend the essential travel documents required for international travel.	CL5

**Assignment Matrix**

	Knowledge	Decision Making	Ethics Team Work	Learning And Society	Communication And Soft Skills	Project Management	Research And Publication	Develop Skills	Tech Competency	Entrepreneurship And Innovation	Placement
CO PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	1	1	3	1	2
CO2	3	3	3	3	2	2	1	2	1	2	2
CO3	3	3	3	3	3	2	2	2	3	1	2
CO4	3	3	3	3	3	3	3	2	2	2	3
<b>Average</b>	3	3	3	3	2.75	2.5	1.75	1.75	2.25	1.5	2.25

**Name & Signature of Faculty: Dr. Cheryl Venan Dias**

**Scale- 0-3**

0- No Correlation; 1- Low Level Correlation; 2- Medium Level Correlation; 3- Strong Correlation



## Semester Lecture Plan

<b>Name of the college:</b> DCT's S.S.Dempo College of Commerce and Economics, Cujira – Bambolim Goa		
<b>Name of Faculty:</b> Mr. Amit Naik	<b>Subject:</b> Financial Statement Analysis & Interpretation	
<b>Paper code:</b> UCOC104	<b>Program/Course:</b> F.Y.B.Com.	<b>Division:</b> B
<b>Academic year:</b> 2021 - 2022	<b>Semester:</b> II	<b>Total Lectures:</b> 60
<b>Course Objectives:</b>		
➤ To develop skills in students to analyze and interpret financial statements from viewpoint of liquidity, solvency, profitability and cash flow of entities and apply the same for decision making.		
<b>Course Learning Outcome: On Completion of this course, the student will be able to</b>		
➤		

Amit Naik  
Naik





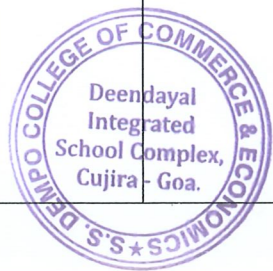
Month	Lectures		No of Lectures Alloted	Topics, Subtopic to be covered	Learning Outcome	ICT Tools	Refrence Books
	From	To					
March	2/3/2022	5/3/2022	4	<b>Unit I Company Final Accounts</b> Meaning of Financial Statements Types/Components of Financial Statements Significance and Limitations		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material
	7/3/2022	12/3/2022	4	Preparation of "Statement of Profit and Loss account" and "Balance sheet" as per Schedule III of the Companies Act 2013. Elementary Problems on treatment of Bad debts, Outstanding & Prepaid expenses, contingent liability, provision for tax , depreciation		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material
	14/3/2022	19/3/2022	4	Preparation of "Statement of Profit and Loss account" and "Balance sheet" as per Schedule III of the Companies Act 2013. Practical Problems on treatment of Divisible Profits, Calls in Arreas, Accrued Interest on debentures including elementary adjustments		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material 3. Tulsian, P. C. Accountancy. New Delhi: S. Chand & Co.



Amul naik  
Anu'e

Month	Lectures		No of Lectures Allotted	Topics, Subtopic to be covered	Learning Outcome	ICT Tools	Refrence Books
	From	To					
March/April	21/3/2022	26/3/2022	4	Preparation of "Statement of Profit and Loss account" and "Balance sheet" as per Schedule III of the Companies Act 2013. Comprehensive Practical Problems		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material
	28/3/2022	02/4/2022	4	<b>Unit II Nature and Techniques of Financial statement analysis</b> Nature and Component of Financial Statement, Meaning and Need for Financial Statement Analysis, Traditional & Modern approaches to Financial Statement Analysis,		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material
	04/4/2022	9/4/2022	4	Parties interested in Financial Statement Analysis. Techniques of Financial Statement Analysis: a) Common-size statement analysis Meaning, preparation, interpretation, uses, merits and demerits Practical Problems on Preparation of Common Size Statement		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material 3. Tulsian, P. C. Accountancy. New Delhi: S. Chand & Co.

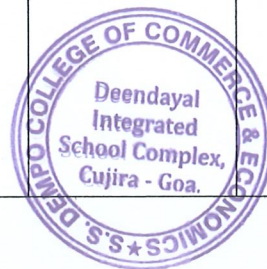
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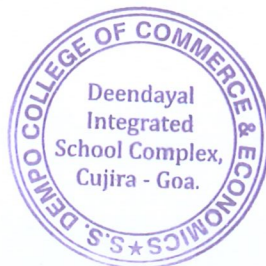
Month	Lectures		No of Lectures Alloted	Topics, Subtopic to be covered	Learning Outcome	ICT Tools	Reference Books
	From	To					
April	11/4/2022	16/4/2022	4	Practical Problems on Preparation of Common Size Statement b)Comparative statement analysis (restricted to 2 years for intra-company and 2 companies for inter-company problems) Meaning, preparation, interpretation, uses, merits and demerits		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material
	18/4/2022	23/4/2022	4	Practical Problems on Preparation of Comparative Financial Statement Analysis c)Trend analysis Meaning, determination, interpretation uses, merits and demerits Class Test and Assignment		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Maheshwari, S. N., Maheshwari, S. K. and Maheshwari S. K. (2018), Advanced Accountancy (Volume II), Vikas Publishing House, Noida. 2. ICAI Study Material
	25/4/2022	30/4/2022	4	<b>Unit III Ratio Analysis and Economic Value Added Analysis</b> <b>(a) Ratio analysis</b> Meaning, Objectives, Nature of Ratio analysis, Importance & Limitations of ratio analysis, Classification of Ratios - Balance Sheet ratios, Income statement ratios, and Combined ratios, Computation,		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material

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Month	Lectures		No of Lectures Alloted	Topics, Subtopic to be covered	Learning Outcome	ICT Tools	Reference Books
	From	To					
May	2/5/2022	7/5/2022	4	Analysis and Interpretation of important ratios for measuring – Liquidity and Solvency (Practical Problems)		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material
	9/5/2022	14/5/2022	4	Analysis and Interpretation of important ratios for measuring – Capital Structure , Profitability and Managerial Effectiveness (Practical Problems)		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Shukla, M., Grewal, T., & Gupta, S. <i>Advanced Accounts.</i> New Delhi: S. Chand & Co.
	16/5/2022	21/5/2022	4	Comprehensive Practical problems on Income Statement , Balance Sheet and Combined Ratios		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Shukla, M., Grewal, T., & Gupta, S. <i>Advanced Accounts.</i> New Delhi: S. Chand & Co. 2. Madegowda, J. <i>Management Accounting.</i> New Delhi: Himalaya Publishing House.

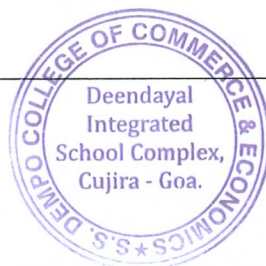
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Month	Lectures		No of Lectures Alloted	Topics, Subtopic to be covered	Learning Outcome	ICT Tools	Refrence Books
	From	To					
May/ June	23/5/2022	28/5/2022	4	Economic Value added (EVA) Evolution of EVA concept, EVA concept, Market value added, Calculating EVA: The conceptual issues, calculating Net operating profit after tax (NOPAT), Capital employed (CE), weighted average cost of capital (WAC), Importance of EVA, Advantages of EVA, Limitations of EVA		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Madegowda, J. Management Accounting. New Delhi: Himalaya Publishing House. 2. ICAI Study Material
	30/6/2022	04/6/2022	4	<b>Unit IV Cash Flow Statement</b> Meaning, Objectives of Cash Flow Statement, Non-cash transactions, Activity classification, Cash and cash equivalents, Direct and indirect method ( Simple Problem on Direct & Indirect Method)		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material
	06/6/2022	11/6/2022	4	Preparation and presentation of Cash Flow Statement as per indirect method and IND AS 7 ( 2 Practical Problems ) and Class test		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material

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Month	Lectures		No of Lectures Alloted	Topics, Subtopic to be covered	Learning Outcome	ICT Tools	Reference Books
	From	To					
May/June	13/6/2022	18/6/2022	4	Preparation and presentation of Cash Flow Statement as per indirect method and IND AS 7 ( 2 Practical Problems ) and Revision		Ms Powerpoint . Ms Word , Ms Excel and Google Classroom	1. Mukherjee, A., & Hanif, M. (2002). Modern Accountancy (Vol. II). New Delhi: Tata McGraw Hill. 2. ICAI Study Material 3. Raman, A. Advanced Accountancy. New Delhi: Himalaya Publishing House.

Amit Naik  
*Amit Naik*





## Bachelor of Business Administration

Academic Year: 2020-21

### COURSE OUTLINE

Class: FYBBA (C)

Term: 1

Course Name: Marketing Management 1

Course Code: BBCB001

Faculty Name: Mrs. Renita Ferreira Almeida

Number of Credits: 2

### Scheme of Evaluation

#### Course Objective

At the end of the course, the students would have competence in understanding and using Marketing frameworks, theories and analytical tools for analyzing and decision making in the area of Marketing

Items		Planned		Implemented		Reasons for Deviation
<i>Competence Assessed</i>	<i>Evaluation Methodology</i>	<i>Evaluation</i>	<i>Marks</i>	<i>Evaluation</i>	<i>Marks</i>	
Ability to analyze a case and suggest solutions	Report	Group	12	Group	12	
Ability to identify environmental factors affecting a firm and analyze their impact on marketing decisions	Presentation	Group	13	Group	13	
Ability to apply marketing frameworks and tools to make marketing decisions	Semester End Assessment	Individual	25	Individual	25	



## Course Outline

Term: I

Subject: Marketing Management I

Instructor: Renita Ferreira Almeida

Item	Planned	Implemented
Session No 1	Duration: 1.5hrs	✓
Objective in Behavioural Terms	At the end of the session the students will have the ability to explain the concept of marketing and the role of Marketing	
Reading Material	Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later, chp 1	
Prior Preparation by Students	Reading the above material	
Learning Method and In Class Activities	Open Class Discussion	

Item	Planned	Implemented
Session No 2	Duration: 1.5 hrs	✓
Objective in Behavioural Terms	At the end of the session the students will have the ability to explain the Needs, Wants and Demands and basic concepts of marketing	
Reading Material	Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later, chp 1	
Prior Preparation by Students	Reading the above material	
Learning Method and In Class Activities	Open Class Discussion with examples from newspapers	





Item	Planned	Implemented
Session No 3 & 4	Duration: 3hrs	✓
Objective in Behavioural Terms	At the end of the session the students will have the ability to explain the Marketing Management Process	
Reading Material	Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later, chp 2	
Prior Preparation by Students	Reading the above material	
Learning Method and In Class Activities	Open Class Discussion	

Item	Planned	Implemented
Session No 5 & 6	Duration: 3 hrs	✓
Objective in Behavioural Terms	At the end of the session the students will develop the ability to identify micro environmental factors firms operate in and analyze their impact on marketing decisions.	
Reading Material	1. Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later. chp 4  2. Ramaswami, Namkumari; 'Marketing Management: A Global Perspective', 4 <sup>th</sup> edition, chp 5,6,7	
Prior Preparation by Students	Reading the above material	
Learning Method and In Class Activities	Group presentations and discussions	



Item	Planned	Implemented
Session No 7, 8, 9, 10	Duration: 6 hrs	✓
Objective in Behavioural Terms	At the end of the sessions the students will develop the ability to identify macro environmental factors firms operate in and analyze their impact on marketing decisions.	
Reading Material	1. Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later. chp 4  2. Ramaswami, Namkumari; 'Marketing Management: A Global Perspective', 4 <sup>th</sup> edition, chp 5,6,7	
Prior Preparation by Students	Reading the above material	
Learning Method and In Class Activities	Group presentations, case studies and class discussions	

Item	Planned	Implemented
Session No 11	Duration: 1 hrs	✓
Objective in Behavioural Terms	At the end of the session the students will have the ability to identify environmental factors affecting a firm and analyze their impact on marketing decisions	
Reading Material	Case study	
Prior Preparation by Students	Read the previous chapters and case study given	
Learning Method and In Class Activities	Intra semester assessment through report and class discussion	





Item	Planned	Implemented
Session No 12	Duration: 2 hrs	✓
Objective in Behavioural Terms	At the end of the session the students will have the ability to identify the marketing mix for products and services and assesses their importance in marketing decisions	
Reading Material	Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later	
Prior Preparation by Students	Read online for explanation of key terms	
Learning Method and In Class Activities	Open class discussion with industry examples	

Item	Planned	Implemented
Session No 13 & 14	Duration: 3 hrs	✓
Objective in Behavioural Terms	At the end of the session the students will be able to create a marketing mix, assesses its importance in marketing decisions in different companies and scenarios.	
Reading Material	Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later, case studies	
Prior Preparation by Students	Bring case studies to discuss	
Learning Method and In Class Activities	Open Class discussion with Industry examples	



Item	Planned	Implemented
Session No 15 & 16	Duration: 4 hrs	✓
Objective in Behavioural Terms	At the end of the session the students will develop the ability to identify consumer characteristics that influence buying behavior and analyze its impact on marketing decisions	
Reading Material	Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later, chp 6	
Prior Preparation by Students	Read the above	
Learning Method and In Class Activities	Videos and Class discussions with personal examples of decision making	

Item	Planned	Implemented
Session No 17	Duration: 2 hrs	✓
Objective in Behavioural Terms	At the end of the session the students will have the ability to classify marketing segments and define target markets	
Reading Material	Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later, chp 9	
Prior Preparation by Students	Read the above material	
Learning Method and In Class Activities	Open Class discussion	





Item	Planned	Implemented
Session No 18 & 19	Duration: 3 hrs	✓
Objective in Behavioural Terms	At the end of the session the students will have the ability to identify appropriate posing strategies	
Reading Material	Kotler Philip, Keller Kevin, Koshy 'Marketing Management'; Pearson Education India, 13th edition or later, chp 10	
Prior Preparation by Students	Read above material	
Learning Method and In Class Activities	Open Class discussion	

Item	Planned	Implemented
Session No 20	Duration: 1.5hrs	✓
Objective in Behavioural Terms	At the end of the session the students will be able to apply all marketing concepts learned.	
Reading Material	All portion discussed in class	
Prior Preparation by Students	Revision of entire portion	
Learning Method and In Class Activities	Open Book Test	

*Renita*  
 Ms. Renita Feneia



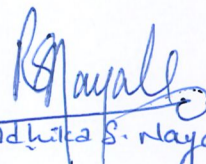
**Dempo Charities Trust's  
S. S. Dempo College of Commerce & Economics  
Cujira, Bambolim – Goa**


Programme: Bachelor of Commerce  
Subject: Entrepreneurship Development  
Semester: III  
Course Code: CC 11

At the end of the course the students will be able to:

1. Explain the fundamental concepts in Entrepreneurship, Purposeful Innovation and the various categories of Entrepreneurs.
2. Understand the Role of Entrepreneurs and Intrapreneurs in Innovation and Economic development of the country.
3. Evaluate various methods used for Project Appraisal and the factors considered for Project Selection.
4. Analyse the role of incubation centres.

To understand the various aspects involved in purposeful innovation, the students were asked to work in teams on developing an innovative product or service or conceptualizing an idea for a business. The presentation also extended to interviewing existing entrepreneurs in Goa in order to familiarize the students with the role of entrepreneurs and learn about their ventures.

  
Dr. Radhika S. Nayak  
PROFESSOR and PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.

  
Asst. Prof. Saylee Kuncolienkar  
Subject Teacher

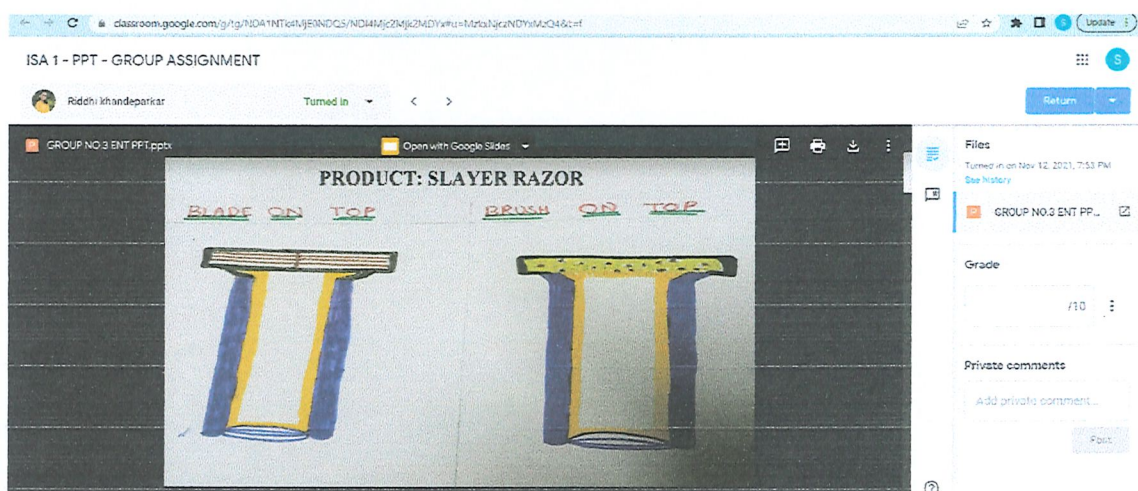
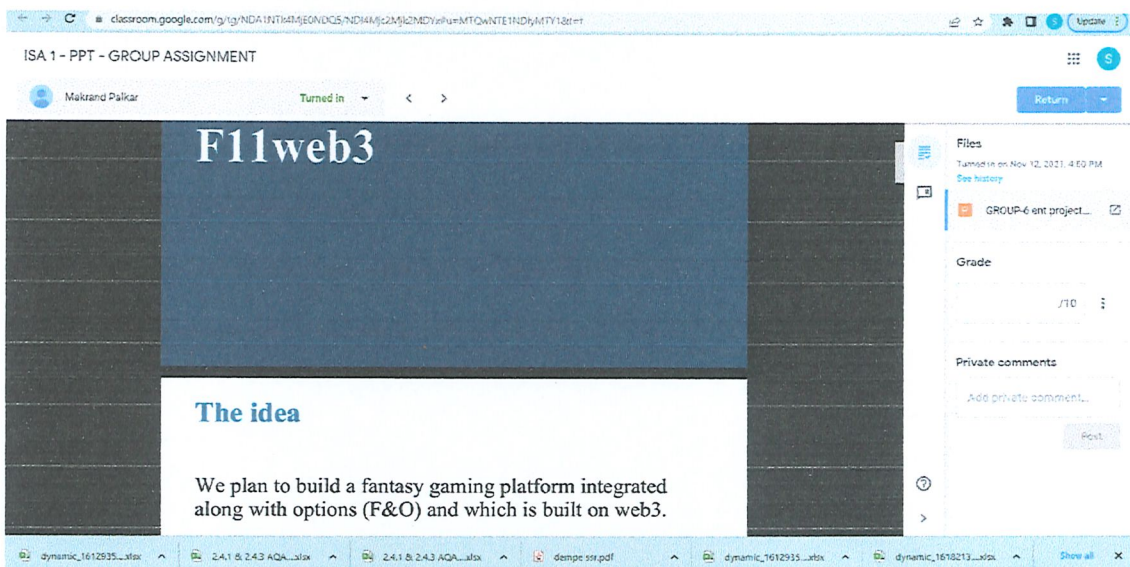




**Dempo Charities Trust's  
S. S. Dempo College of Commerce & Economics  
Cujira, Bambolim – Goa**

**Report on Assignments conducted in the subject of Entrepreneurship Development 2021-22**

The students were given a group assignment to create a presentation consisting of two parts:  
Part 1: Innovative Product/ Service – Basic B-Plan focusing on its features, use, the idea behind the product, source of finance, marketing strategies and promotional tools, etc.  
Part 2: Interviewing an upcoming or successful entrepreneur – Primary Study



ISA 1 - PPT - GROUP ASSIGNMENT

Riddhi khandeparkar Turned in

Packaging Cost: 20000.00

### PRICING (ESTIMATED COST):

The Razor is introduced in the market at Rs. 50.6

A margin of 8% would be kept for the wholesalers and a margin of 15% would be kept for the retailers. And a markup of 10% on total cost will be kept for the firm.

Total Cost(per unit)	46
Manufacturing cost	25
Labor cost	15
overhead	6
8% markup for wholesaler	3.68
15% markup for retailer	6.9
Total cost	46
10% markup for factory	4.6
Total	50.6

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See history

GROUP NO.3 ENT PP...

Grade  
/10

Private comments  
Add private comment...

ISA 1 - PPT - GROUP ASSIGNMENT

Riddhi khandeparkar Turned in

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GROUP NO.3 ENT PP...

Grade  
/10

Private comments  
Add private comment...

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SY

Instructions Student work

Return 10 points

All students

Sort by status

Turned in

Arshadali Khandar	___/10 Done late	Arshadali Khandar	___/10 Done late	Arshadali Khandar	___/10 Done late	Arshadali Khandar	___/10 Done late	Arshadali Khandar	___/10 Done late
Beverly Yaz	___/10 Done late	Beverly Yaz	___/10 Done late	Beverly Yaz	___/10 Done late	Beverly Yaz	___/10 Done late	Beverly Yaz	___/10 Done late
C20-110 Bismu bogati	___/10 Done late	C20-110 Bismu bogati	___/10 Done late	C20-110 Bismu bogati	___/10 Done late	C20-110 Bismu bogati	___/10 Done late	C20-110 Bismu bogati	___/10 Done late
C20-126 Nikhesa Bhanote	___/10 Done late	C20-126 Nikhesa Bhanote	___/10 Done late	C20-126 Nikhesa Bhanote	___/10 Done late	C20-126 Nikhesa Bhanote	___/10 Done late	C20-126 Nikhesa Bhanote	___/10 Done late
C20-148 Shama De Araujo	___/10 Done late	C20-148 Shama De Araujo	___/10 Done late	C20-148 Shama De Araujo	___/10 Done late	C20-148 Shama De Araujo	___/10 Done late	C20-148 Shama De Araujo	___/10 Done late
C20-151 Simran Naik	___/10 Done late	C20-151 Simran Naik	___/10 Done late	C20-151 Simran Naik	___/10 Done late	C20-151 Simran Naik	___/10 Done late	C20-151 Simran Naik	___/10 Done late

Arshadali Khandar: Group-6 Ent project B... Turned in late

Beverly Yaz: ent GROUP 7.pptx Turned in late

C20-110 Bismu bogati: GROUP 9 Turned in late

C20-126 Nikhesa Bhanote: ENT ISA-1 GROUP 11... Turned in

C20-148 Shama De Araujo: GROUP 13 ENT ISA Turned in late

C20-151 Simran Naik: Group no '9' Turned in

C20-151 Simran Naik: Presentation (2).pdf Turned in

C20-151 Simran Naik: ENT PRESENTATION Turned in late

C20-151 Simran Naik: GROUP NO.-10 Turned in late

C20-151 Simran Naik: GROUP-6 ent project... Turned in

Muskan C20-530

Nimisha kumilkar

Riddhi khandeparkar

Rivaldo Fernandes

Salim Patkar

*SKL*  
Asst. Prof. Saylee Kuncolienkar  
Subject Teacher





**DCT's**

**S.S.Dempo College of Commerce & Economics**

**Bachelor of Business Administration Department**

**Academic Year 2020-21**

**Job Descriptions designed for college class representative for Human Resource Management 1**

**Course outcomes**

- Ability to define the nature, scope and objectives of human resource management
- Ability to identify environmental factors and their impact on HR functions and integrate HR functions with the strategic management process
- **Ability to design a job description by applying the process of job analysis**
- Ability to identify three environmental factors that affect the firm performance
- To analyze the importance of succession planning in an organization
- Ability to identify the importance of recruitment and selection process and factors affecting it
- Ability to apply the placement process in an organization



Dr. Sonya K. Angle  
BBA Co ordinator



Dr. Radhika S. Nayak  
Principal

PROFESSOR and PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.

## **Introduction**

Job analysis is the process of gathering and analysing information about the content and the human requirements of jobs, as well as the context in which jobs are performed. This process is used to determine placement of jobs.

A job description is a document intended to provide job applicants with an outline of the main duties and responsibilities of the role for which they are applying. The description is usually drawn up by the individual in the organization responsible for overseeing the selection process for the role, often with the help of the company's HR department and/or an external recruiter.

Job specification is essentially a set of specifications about people required on the job. The job specification (in the usual form) includes a brief job summary designed to give the recruiter a feel of the job and to set the stage for greater detail.

## **Technique Used for Job Analysis**

We have used the observation method and carefully observed what the job holder was doing and how they were doing it. We used this method as the role of a CR has a job cycle that is easy to observe and is the most convenient.

- The duration for the observation lasted 3 days.
- Each group member observed how the CR behaved on google meet as well as the interactions in the class WhatsApp group.
- From our observations, we figured out all the different duties and responsibilities of the CR.
- We analysed each of them and selected the best qualities and qualifications required to carry out the duties and responsibilities.
- We also used the interview method to confirm our observations with a senior.

## **JOB DESCRIPTION**

**JOB TITLE:** Class Representative

**RANGE:** BBA

**DEPARTMENT:** FYBBA DIV A

**REPORTS TO:** Class Mentor, Subject Teachers

**IMMEDIATE LEVEL SUBORDINATES:** Students of FYBBA DIV A

### **SUMMARY:**

CR acts as a prime official channel of communication between the mentor and the rest of the class, for all monitoring formalities. It prepares students to be future leaders. As it is difficult for the teachers to deal with each and every student, they delegate some authority to the CR to increase efficiency.



## **QUALIFICATIONS**

- Must understand and follow course processes and policies well
- Must have good rapport with students
- Must be well-disciplined and responsible
- Must have 90% attendance
- Timely assignments
- Humble and understanding
- Professional, positive and cordial outlook
- Problem solving skills
- Communication skills

## **QUALITIES**

- Hardworking
- Confident
- Responsible
- Patient
- Respectful
- Understanding

## **PRINCIPAL DUTIES AND RESPONSIBILITIES**

1. Communicate between the teachers and the class
2. Improve student performance by sharing notes, clearing doubts, motivating them etc.
3. Support the class through all sorts of situations.
4. Build a good relationship with each student.
5. Announce homework, assignments, submissions etc.
6. Notify students about any school activities (events, competitions etc.)
7. Resolve disputes among classmates as well as resolve minor issues (attendance status, course policies, marks etc.)
8. Report/ discuss/ recommend modification in class practices.

**DCT's S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS  
DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION**

Programme: BBA

Course Code: BBCB001

Course Title: Marketing Management II

Term: 2

Academic Year: 2021-22

Course Outcomes


At the end of the course, the students would have competence in

- Determining product classification and identify methods used by companies to build a product mix.
- Identifying factors that impact pricing decisions of products and services.
- **Identifying different marketing communication channels, their impact and the role they play in marketing communication.**
- Articulating the importance of digital marketing and social media marketing to communicate with consumers.

To give students a practical aspect of communication channels a case study was assigned to the FYBBA students. The topic for assessment was "Effect of consumer buying behavior for a coffee shop." The objective of the project was to help the students to identify the various factors that impacts consumer buying behavior for coffee shops. Students presented a detailed report analysing the various factors, Marketing strategies adopted by Starbucks to make them successful in Goan Market.

  
**Dr. Sonya K. Angle**  
BBA Coordinator



  
**Dr. Radhika S. Nayak**  
Principal

PROFESSOR and PRINCIPAL  
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COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa



DCT's  
S. S. Dempo College of Commerce and Economics,  
Cujira, Banbolim-Goa

**Masters Of Commerce**

Programme: M. Com.

Course Code: COC222

Course Title: Marketing Management

Semester: II

Academic Year: 2021-22

Upon completion of this course, students shall be able to:

CO1: Explain customer behaviour and the key to customer satisfaction in the domestic as well as international market

CO2: Apply data collection and scaling methods to collect market information

CO3: Appraise data analysis results to understand customer behaviour and measure satisfaction level

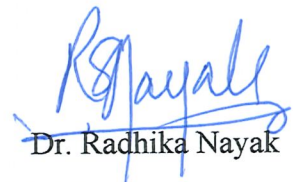
CO4: Formulate marketing strategies and arrive at marketing decisions

To provide a broader perspective on various aspects of marketing, students were asked to collect data on any prominent topic under marketing and analyse the same with the help of existing research papers published in the same area of study



Asst. Prof. Namrata Wagle

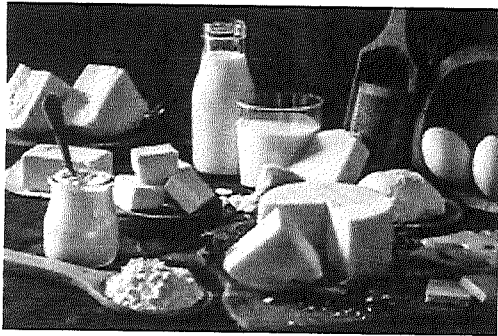
Programme Coordinator



Dr. Radhika Nayak

**PROFESSOR and PRINCIPAL**  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.

# IMPACT OF CONSUMER HEALTH AWARENESS ON DAIRY PRODUCT PURCHASE BEHAVIOR AFTER COVID -19 PANDEMIC



## GROUP MEMBERS

**Anupama K- MCom21-13**

**Sarika Jalmi- MCom21- 12**

**Sanket Jalmi - MCom21-11**

**Sancalp Kalangutkar- MCom21-14**

## INTRODUCTION

With the continuous promotion of urbanization, the rising income level of residents and the gradual deepening of consumer awareness, dairy products have become an important part of the national economy. However, the sudden outbreak of COVID-19 in early 2020 quickly hit the pause button on the national economy, and consumption levels and consumer confidence continued to decline.

The COVID-19 pandemic has fundamentally changed the world as we know it. People are living differently, buying differently and in many ways, thinking differently. Supply chains have been tested. Retailers are closing doors. Consumers across the globe are looking at products and brands through a new lens.

The virus is reshaping the consumer goods industry in real time, rapidly accelerating long-term underlying trends in the space of mere weeks. Our research indicates that new habits formed now will endure beyond this crisis, permanently changing what we value, how and where we shop, and how we live and work.

At present, many scholars have conducted extensive studies on the purchase Behaviour of dairy products, mainly focusing on the influencing factors of purchase Behaviour. Health awareness was a component of health IQ. With health awareness being used to assess the willingness to act on health, health awareness has been gradually introduced into the research field of consumer Behaviour.

Some scholars have discovered through studies that health issues are the main motivation for buying organic food, and health awareness is the key factor that individuals consider. At the same time,



some scholars have found that health awareness can better predict consumers' attitudes, intentions, and purchase of organic foods. Therefore, it is necessary to study the mechanism of consumer health awareness on purchase Behaviour. Especially after the outbreak of COVID-19, consumer health awareness and dairy product purchase Behaviour will both change. Analysis on the impact of consumer health awareness on dairy product purchase Behaviour from both theoretical and empirical perspectives has important theoretical and practical significance.

Previous studies provide a solid foundation for this paper. However, the problems of resuming dairy product purchase Behaviour need to be further studied during the post epidemic period.

### **Objective**

1. The main objective of this study is to understand and analyse the impact of consumer health awareness on dairy products during post pandemic period.
2. To find out whether people are more health conscious after covid outbreak.
3. To know if there is an increase in the dairy product consumption after an outbreak.
4. To find out whether people do regular exercise after covid pandemic.
5. To study the effect of covid 19 on the health of the people.

### **Theoretical and Logical Analysis**

In this advancing era many aspects like lifestyle, choices, products, health concerns are changing day to day. People are getting more aware about the health benefits and drawbacks associated with the products they consume. And also, people are getting more health conscious. This plays a very important role even when it comes to products, they choose.

Health awareness plays a very important role in purchasing intention of a person. Health is what human beings want, and the cognition and definition of health are constantly changing over time. Traditionally, health usually refers to the absence of disease, and illness means unhealthy.

However, the World Health Organization pointed out in 1948 that health was not a single, clear goal, and it was a complete good state of the body, mind, and society, not just an exemption from disease or weakness. Health awareness is a mental state of individuals' self-recognition of health, which is suitable for assessing the tendency of individuals to adopt healthy behaviour, representing the orientation of healthy lifestyle.

It needs to be emphasized that the reason why consumers' health awareness can be linked with dairy product purchase behaviour is that dairy products are of great significance to human health. On the one hand, dairy products can provide the human body with rich nutrients.

Individuals adopt different coping modes or behaviours according to different cognitions. After the outbreak of COVID-19, the health of consumers was seriously threatened. Consumers with high health awareness understand and know their own health status and changes so that they may be more proactive in maintaining and improving their own health status.

So we associated the health awareness and consumption of dairy product by understanding how has the consumer's health awareness affected the consumers choices for dairy products after the pandemic.

DCT's S.S.Dempo College of Commerce & Economics,  
Integrated Master of Commerce (I.M.Com. Programme)

AY 2021-22

Dated: 26<sup>th</sup> June 2022

**Attainment of Course Outcomes**

Course: COI 602: Financial Services and Capital Markets

**Course Objective:** Understand functioning of secondary markets

Faculty: Asst. Prof. Ashfa Shaikh.

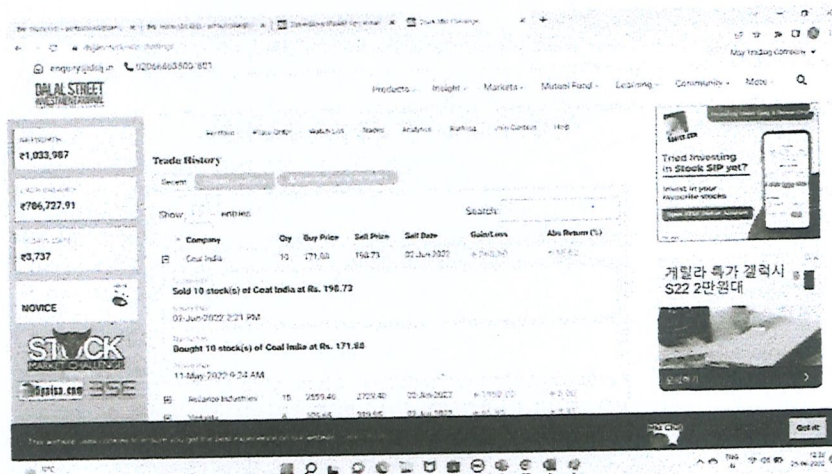
Details of the activity:

Title: *Virtual Stock market trading game*

Duration of Assignment: 10<sup>th</sup> May 2022 to 10<sup>th</sup> June 2022

Description:

Students of T.Y.I.M.Com. batch were divided into 6 groups and given 1 month stock trading assignment with trading period from 10<sup>th</sup> May 2022 to 10<sup>th</sup> June 2022. With a virtual cash balance of Rs. 10,00,000 students engaged in real time trading on the virtual stock trading platform, Dalalstreet investment journal's, stock simulation game platform.



Screenshot of one of the groups activity on Dalalstreet website

*Ashfa*

Asst. Prof. Ashfa Shaikh  
Course Coordinator  
I.M.Com. Programme.



*R. S. Nayak*

Dr. Radhika S Nayak  
Principal

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**DCT's S.S.Dempo College of Commerce & Economics,  
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AY 2021-22**

Dated: 20<sup>th</sup> February 2022

**Attainment of Course Outcomes**

Course: COI 504: Financial Reporting

Course Objective: Analyze various business combinations, accounting for share-based payments and apply specific accounting standards

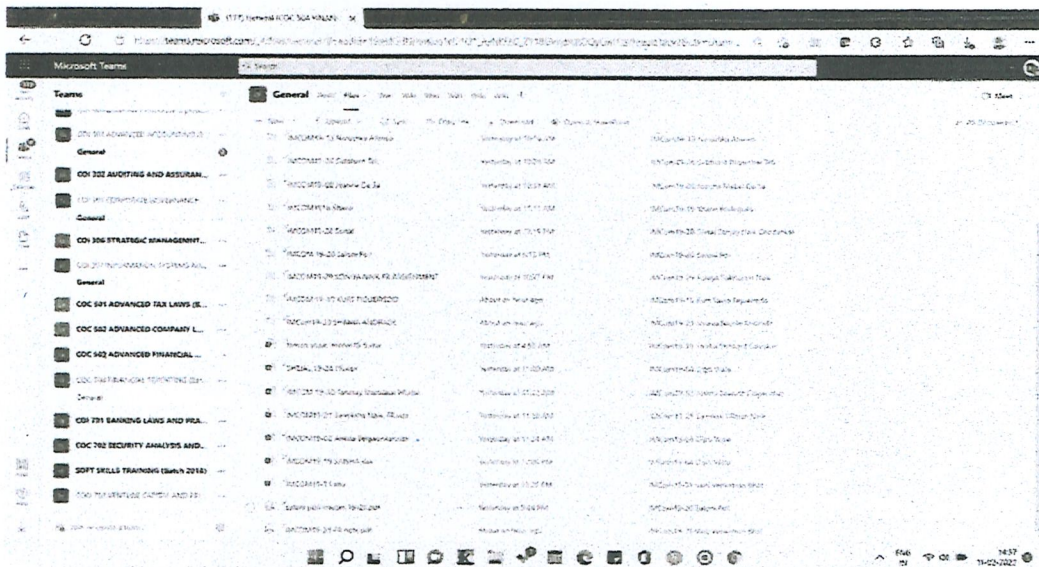
Details of the activity:

Date: 20th January 2022 – 10<sup>th</sup> February 2022

Title: Business Combination and Consolidation of Financial Statements using IndAS

Analysing the takeover of GlaxoSmithKline Consumer Healthcare Limited by Hindustan Unilever Ltd with reference to business combination and the effects of the takeover on consolidation of financial statement.

The analysis has to be completed using MS Excel spreadsheet tool and presented through financial model.



Screenshot of assignment submitted using MS TEAMS

*Ashfa*  
Asst. Prof. Ashfa Shaikh  
Course Coordinator  
I.M.Com. Programme.



*R. S. Nayak*  
Dr. Radhika S Nayak  
Principal

**PROFESSOR and PRINCIPAL  
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COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex, Cujira - Goa.**

26<sup>th</sup> DCT's S.S.Dempo College of Commerce & Economics,  
Integrated Master of Commerce (I.M.Com. Programme)

AY 2021-22

Dated: 26<sup>th</sup> June 2022

Attainment of Course Outcomes

Course: COI 403 BUSINESS RESEARCH METHODS

Course Objective: Construct a sample for a study and perform data analysis using parametric and non-parametric tests.

Faculty: Asst. Prof. Aparna Rege Hodarkar

Details of the activity:

Title: *Analysing data using different methods of parametric and non-parametric tests in SPSS*

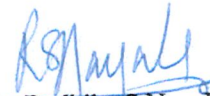
Date: June 2022

Description:

Tabulation, graphing, measures of central tendency, measures of dispersion, skewness and kurtosis, correlation, regression, and other tasks were completed by students of the class of 2020. With the aid of SPSS software, perform parametric and non-parametric tests such as ANOVA, Independent sample t-tests, Paired sample t-tests, One Sample T-Tests, Chi-Square Tests, Mann-Whitney U Tests, and Wilcoxon Tests. The ability of the students to analyse data has grown, enabling them to do research in a variety of business and commerce-related fields.



Asst. Prof. Ashfa Shaikh  
Course Coordinator  
I.M.Com. Programme.



Dr. Radhika S Nayak  
Principal

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Cujira - Goa.



**DCT's S.S.Dempo College of Commerce & Economics,  
Integrated Master of Commerce (I.M.Com. Programme)**

AY 2021-22

Dated: 26<sup>th</sup> June 2022

**Attainment of Course Outcomes**

Course: COI 402: Business Communication & legal Proceedings

Course Objective: Draft various business correspondences including agreements, deeds, guarantees, and other legal documents.

Faculty: CS Sarita D Souza

Details of the activity:

Title: *Drafting agreements, deeds, guarantees, and other legal documents.*  
Date: June 2022


Description:

Students of S.Y.I.M.Com. batch were given a buddy project to enable them to draft legal documents, wherein they are required to write an article on the drafting of any of the documents listed below and draft the selected document:

- 1) Mortgage Deed
- 2) Lease Deed
- 3) Family Settlement
- 4) Guarantee and Counter-guarantee
- 5) Hypothecation Agreement
- 6) Leave Licence Agreement
- 7) Power of Attorney – General and Special
- 8) Partnership Deed
- 9) Sale Deed
- 10) Hire-purchase agreement
- 11) Trust Deed
- 12) Will



Asst. Prof. Ashfa Shaikh  
Course Coordinator  
I.M.Com. Programme.



Dr. Radhika S Nayak  
Principal

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Deendayal Integrated School Complex,  
Cujira - Goa.

DCT's

S.S. Dempo College of Commerce and Economics, Cujira, Goa

P.G. Department of Tourism Studies (MTTM)

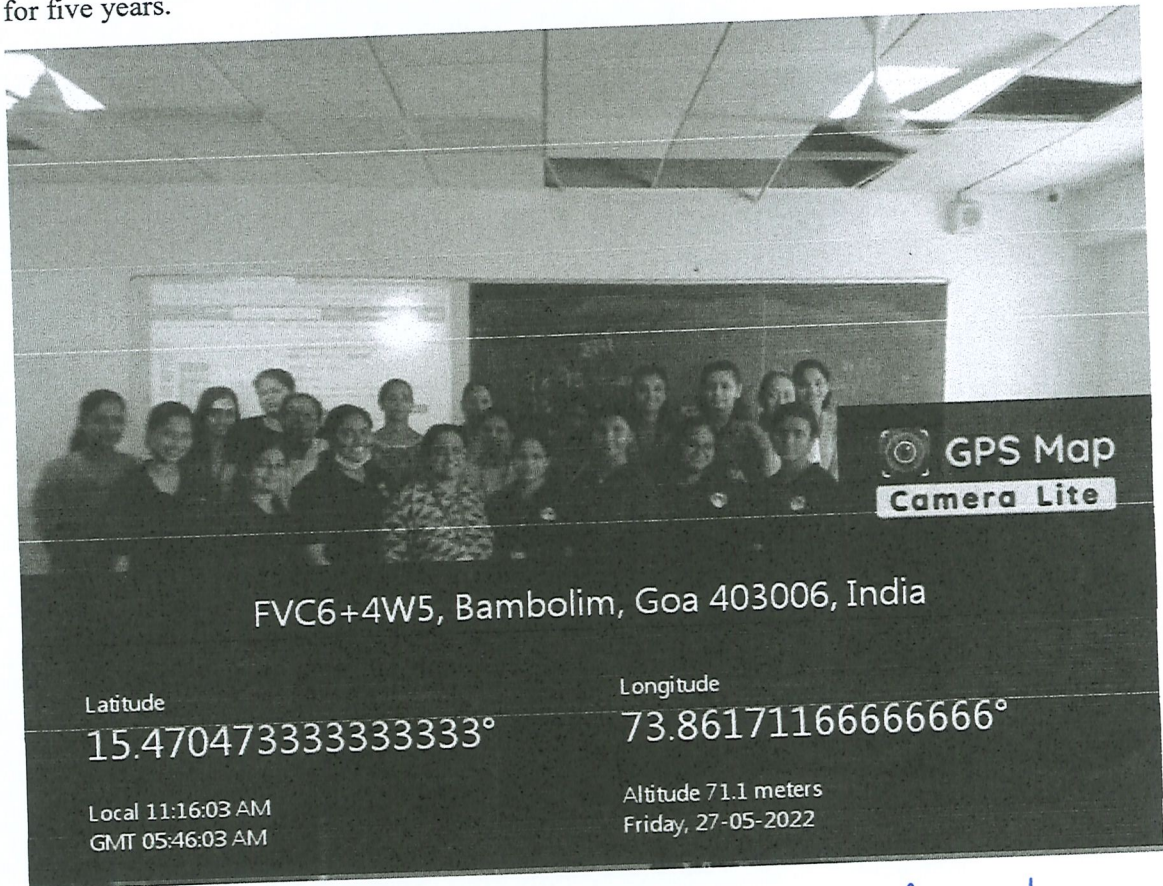
Demonstration of Solid Waste Management as Part of Sustainable Tourism Subject

Subject Name: Sustainable Tourism, Subject Code: TTC 214

**Course Outcome:**

CO3 Demonstrate sustainable tourism practices that can be implemented in tourism destinations (Competency Level 3)

The P.G. students of DCTs, S.S. Dempo College of Commerce and Economics, Master of Tourism and Travel Management (MTTM) under the guidance of Dr. Cheryl Venan Dias organised a Menstrual Cup Awareness drive for housekeeping staff and MCom Students of S.S. Dempo College. The eight female students collected data about seven housekeeping staff and created awareness of Cost and Benefits of using Menstrual Cups. Six cups were distributed among the house keeping staff which has an impact of preventing **56 pads** from going into landfills per month, **672 pads** per year and **3360 pads** for five years. The total savings made by the house keeping staff is **Rs. 7,200 for five years per head**, and **Rs. 36,000/- collectively** for five years.



Dr. Cheryl Venan Dias

Programme Coordinator -MTTM



Dr. Radhika S. Nayak

PROFESSOR and PRINCIPAL

S.S. DEMPO COLLEGE OF

COMMERCE & ECONOMICS,

Deendayal Integrated School Complex,

Cujira - Goa.

Date: 27<sup>th</sup> May, 2022



## Attainment of Course Outcomes

Course: Marketing Management

### Course Objective

At the end of the course, the students would have competence in understanding and using Marketing Frameworks, Theories and analytical tools for analysing and decision making in the area of Marketing.

MOHIT CHAUHAN CONCERT 2021 Mohit Chauhan Live Concert 2021

Date: 30th January, 2021

Venue: Dr. S. P. Mukherjee Stadium, Bambolim, Goa

Organised by: Goa Cultural Association, Panaji,

Goa Ticket Fare: INR 1,000/- and INR 500/-

Kindly identify and draw the catchment area for this concert and how you will influence the target market. Also draft the promotional and marketing activities for this concert. Make a presentation to the organisers with the marketing strategy to promote the event and also identify potential sponsors for the concert. (For e.g. Design Event Poster, Hoardings, Newspaper Advertisement, TV Commercials etc.) (Group Presentation with Report Submission)

Date: 11th December, 2020

Mr. Vishal Rane

Coordinator

Event Management Department



Dr. Radhika S. Nayak

Principal

# MOHIT CHAUHAN CONCERT 2021



## Mohit Chauhan Live Concert 2021

Date: 30<sup>th</sup> January, 2021

Venue: Dr. S. P. Mukherjee Stadium, Bambolim, Goa

Organised by: Goa Cultural Association, Panaji, Goa

Ticket Fare: INR 1,000/- and INR 500/-

Kindly identify and draw the catchment area for this concert and how you will influence the target market. Also draft the promotional and marketing activities for this concert.

*Make a presentation to the organisers with the marketing strategy to promote the event and also identify potential sponsors for the concert. (For e.g. Design Event Poster, Hoardings, Newspaper Advertisement, TV Commercials etc.) (Group Presentation with Report Submission) Date: 11<sup>th</sup> December, 2021*





BBA  
sayate

**DCT's**  
**S.S. Dempo College of Commerce & Economics, Cujira, Goa**  
**Programme: B.COM**  
**Report on Summer Internship**  
**AY- 2020-21**

As a part of curriculum, Students from B.COM successfully completed their Ambassador Internship at Zinglin Media Private Limited. Students acquired practical understanding of the day-to-day functioning, and other operational aspects.



*Arunha*  
**Dr. Aruna Mesquita e Noronha**  
**Faculty In-charge**

*Radhika*  
**Dr. Radhika S. Nayak**  
**Principal**  
**PROFESSOR and PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
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Cujira - Goa.





**DCT's**  
**S.S. Dempo College of Commerce & Economics, Cujira, Goa**  
**Programme: B.COM**  
**Report on Summer Internship- Retail Store Management**  
**AY- 2019-20**

As a part of their Intra Semester Assessment, thirty-four students from S.Y.B.COM successfully completed their retail summer internship at various renowned retail outlets in Goa. Duration of their internship was 4 weeks. Students acquired practical understanding of the day-to-day functioning, and other operational aspects of Retail Management at the store.



Retail Management Summer Internship 2019-20 Batch

  
**Dr. Aruna Mesquita e Noronha**  
**Faculty In-charge**

  
**Dr. Radhika S. Nayak**  
**Principal**

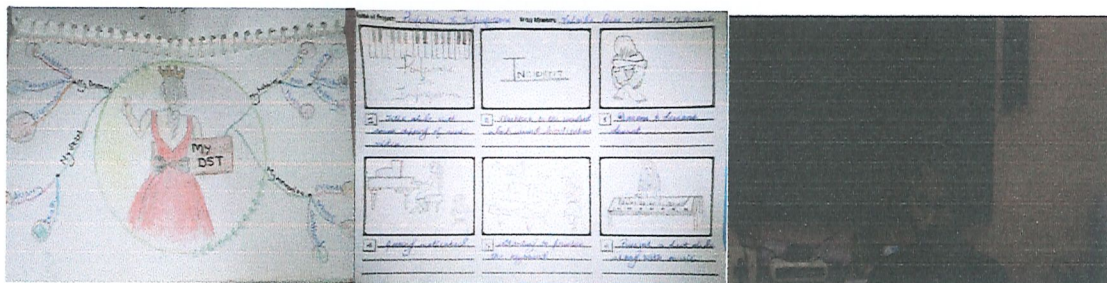




**DCT's**  
**S.S. Dempo College of Commerce & Economics, Cujira, Goa**  
**Programme: B.COM**  
**Report on Digital Story Telling (DST),**  
**A.Y. 2020-21**

As a part of the Business Communication ISA, students were asked to create a video or a Digital story, (DST- Digital Story Telling). Students used mind mapping techniques to brainstorm for topics & ideas, followed by story boarding to outline the scripts and scenes. The final stage of DST process was recording video footage and using editing software to create the DST video.

This activity was conducted as part of Business Communication I for the A.Y 2020-21 for FY. B.COM students.



Mind mapping

Story Board

Digital story footage

**Ms. Runa Menezes**  
**Asst. Professor, English Dept.**

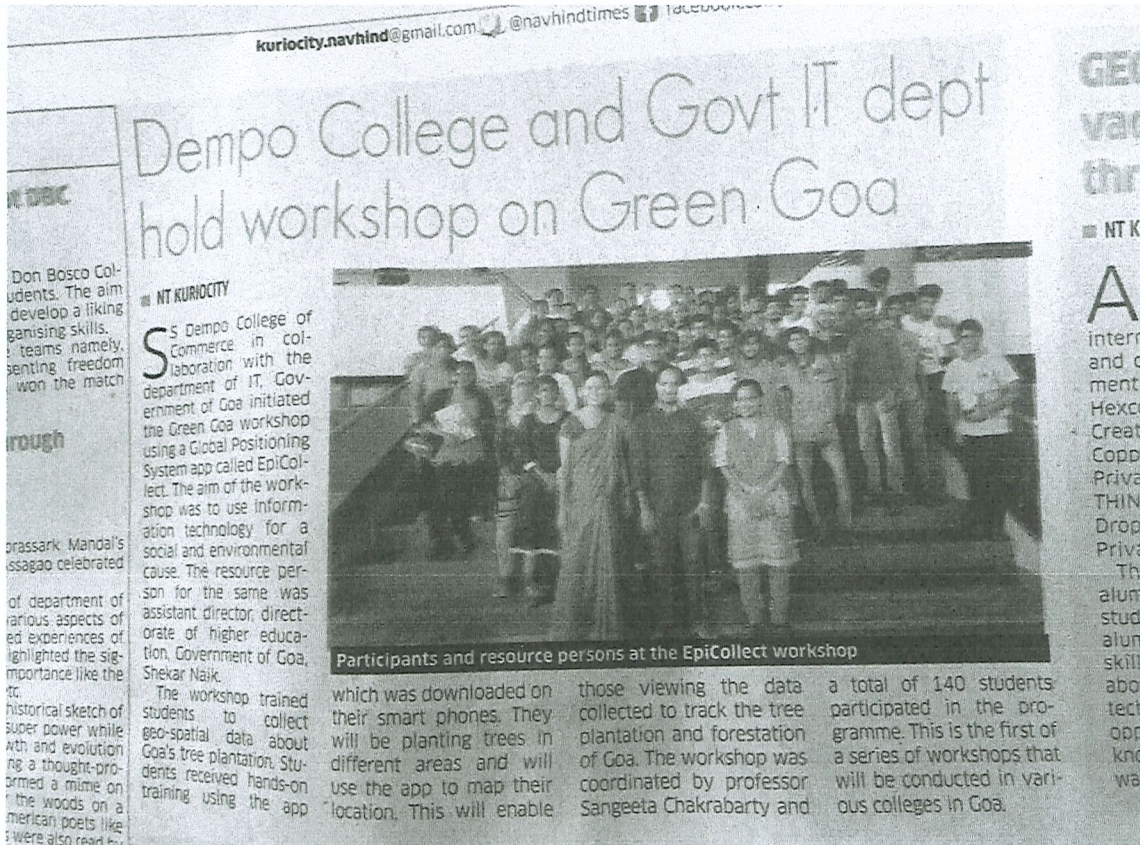
**Dr. Radhika S. Nayak**  
**Principal**  
**PROFESSOR and PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
**COMMERCE & ECONOMICS,**  
**Deendayal Integrated School Complex,**  
**Cujira - Goa.**



DCT's  
S.S. Dempo College of Commerce and Economics, Cujira, Goa  
Experiential Learning  
2018-19

BCom

The IT Department in collaboration with DHE introduced a graded assessment to build competency in the use of Geo-Spatial Data Collection and geo tagging using GPS & EpiCollect-5 as part of their Experiential Learning.



Communication related to introduction of graded assessment using Epi Collect-5 in collaboration with Directorate of Higher Education is available as ANNEXURE I & II

Dr. Sangeeta Chakrabarty  
HoD & Associate Professor  
IT Department



Dr. Radhika S. Nayak  
**PRINCIPAL AND PROFESSOR**  
**S.S. DEMPO COLLEGE OF**  
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Cujira - Goa.



DCT's

S.S. Dempo College of Commerce and Economics, Cujira, Goa

Department of Information Technology

Report on Industrial Visit

2018-19

**8th September 2018-** A field trip was organised to Zephyr Biomedicals, Verna industrial Estate. Around 35 students from FY B.Com attended the field trip. Two teachers from the Department of I.T accompanied the students.



**Caption-** Students with an official from Zephyr Biomedicals, Verna industrial Estate



**Caption-** Students posing outside Zephyr Biomedicals, Verna industrial Estate

**Sangeeta Chakrabarty**

**H.O.D (I.T)**



**Dr. Radhika S. Nayak**

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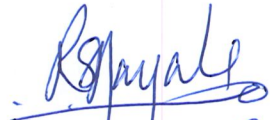
Programme: B.COM

Report on Educational Tour of Business Environment and Capital Markets.

AY 2019-20

The SY B.COM students were taken for an Educational Tour to expose them towards various extended practical aspects related to the subject of Business Environment and Capital Market. The eight-day tour to Bangalore included visit to **Way2 Wealth Stock Brokers Pvt. Ltd, HAL Museum, Stock Market Institute, government museum, Fabric Spa Plant at Guddadahalli, Axis Bank Mutual Fund Company, Vidhan Sabha and Cubbon Park.** The group also explored areas Mysore including Ranganathittu Bird Sanctuary, Mysore Palace, Mysore Zoo and Chennakesava Temple, Somanathapura.

  
(Nikhil M. Vaverkar)  
Associate Professor  
Department of Economics.

  
Dr. Radhika S. Nayak

PROFESSOR and PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.







**Caption-Fabric Spa plant – Guddadahalli.**



**Caption- Stock Market Institute Ashok Nagar, Bangalore.**

**DCT'S**  
**S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS**  
**CUJIRA, BAMBOLIM - GOA**

Academic Year 2021-22  
**REPORT**  
**INDUSTRIAL VISIT – VERNA**

DATE – 16th MAY 2022  
VENUE - Verna Industrial Estate

**DESCRIPTION** – Second year BBA students of S.S. Dempo College of Commerce visited a 3D printing company Infynyt3D in Verna and a Packaging machine manufacturing company, Syntegon, in Verna Industrial Estate.

**CAPTION FOR PHOTO:** Visit to Verna Industrial Estate; Press Article of Industry Visit



  
**Dr. Sonya K. Angle**  
**BBA Coordinator**

  
**Dr. Radhika S. Nayak**  
**Principal**



**PROFESSOR and PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
**COMMERCE & ECONOMICS,**  
Deendayal Integrated School Complex,  
Cujira - Goa.



**DCT'S**  
**S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS**  
**CUJIRA, BAMBOLIM – GOA**  
Academic Year 2019-20  
**REPORT**  
**TYBBA INDUSTRIAL VISIT TO MUMBAI**

DATE – 2<sup>ND</sup> MARCH 2020  
VENUE - Mumbai

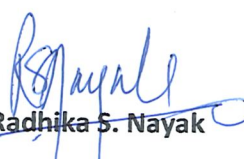
**DESCRIPTION** - The TYBBA students went on an industrial visit to Mumbai from 2nd to 6th March 2020. 85 students were accompanied by 3 faculty members. They visited 4 organizations; The Times of India (print division) representing the manufacturing sector, The National Stock Exchange Limited (NSE) from the financial services sector, Famous Studios of the media sector and Dentsu Aegis Networks India from the PR sector. The purpose of these visits were to enable the students to observe the workings of these organizations and relate the concepts learnt in class to real corporate scenarios. The students had an insightful and knowledgeable experience.

CAPTION FOR PHOTO: TYBBA Industrial Visit to Mumbai



Visit to NSE, Mumbai

  
**Dr. Sonya K. Angle**  
BBA Coordinator

  
**Dr. Radhika S. Nayak**  
Principal




**PROFESSOR and PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
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Cujira - Goa.

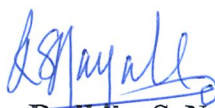
**DCT's**  
**S.S. Dempo College of Commerce & Economics, Cujira, Goa**  
**Programme: M.COM**  
**Report on Industry Visit**  
**AY- 2019-20**

An industry visit was organised for M.COM students to two renowned organisations (i.e., Faber Castell, Cortalim & MRF, Ponda). The purpose of this visit was to gain knowledge of Inventory management. Students, were given an overview of the production process and overall functioning was explained to the students.



  
**Namrata Wagle**  
**Programme Coordinator**



  
**Dr. Radhika S. Nayak**  
**Principal**



DCT's  
S.S. Dempo College of Commerce and Economics, Cujira, Goa  
Field Study Report  
2019-20  
Masters of Tourism and Travel Management Programme (MTTM)

MTTM Department students were required to visit the Indigo Cargo Division at Dabolim Airport, observe the operations of the Cargo Department. They were required to document their observation in form of a Cargo Industry Field Study Report.



Asst. Prof. Cheryl Venan Dias  
Programme Coordinator - MTTM

Dr. Radhika S. Nayak  
**PRINCIPAL AND PROFESSOR**  
**S.S. DEMPO COLLEGE OF**  
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**Deendayal Integrated School Complex,**  
**Cujira - Goa.**



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**S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS**  
**CUJIRA, BAMBOLIM - GOA**

Academic Year 2021-22  
REPORT  
**CULTURE & HERITAGE STUDY TOUR OLD GOA**

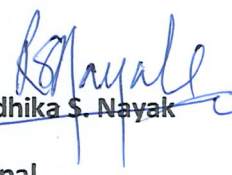
DATE – 11<sup>TH</sup> DECEMBER 2021  
VENUE - Fort Aguada, Old Goa

**DESCRIPTION** - Students of FY BBA were taken on a study tour on 11th Dec 2021 as a part of Culture & Heritage course in Term-I. The first location of the tour was Fort Aguada. Tour guides of Soul Travelling Co. had accompanied the students to explain them historical importance of the sites visited. The next location was Old Goa where Sir. Sanjeev Sardesai joined to enrich students' knowledge and experience and how sites have huge impact on Goa's Culture Heritage. Some locations covered were, Gateway to Palace of Adil Shah, St. Cathedral, The Arch of Viceroy, The house of bull. St. Cajetan Church, St. Catherine Chapel.

CAPTION FOR PHOTO: Visit to Old-Goa; Arch of Viceroy Divar



  
**Dr. Sonya K. Angle**  
BBA Coordinator

  
**Dr. Radhika S. Nayak**  
Principal



**PROFESSOR and PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
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Deendayal Integrated School Complex,  
Cujira - Goa.



**DCT'S**  
**S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS**  
**CUJIRA, BAMBOLIM - GOA**  
Academic Year 2021-22  
REPORT  
**FIELD VISIT TO COMMUNITY FARM**

DATE – 17<sup>TH</sup> MARCH 2022

VENUE - Albertina Almeida Field- Taleigao

**DESCRIPTION** – The Albertina Almeida Field is managed as a community initiative in order to foster the spirit of community working and sustainable farming.

Students of FY BBA were taken on field visit to the Albertina Almeida Field on 17th 24th and 25th March 2022 (Divisions A, B and C were taken on three separate days). The field visit tentatively lasted for 3 hours. Some objectives of the visit were to learn about the biodiversity of fauna and flora, topography of the land, groundwater table etc.

This visit proved to be fruitful to the students as they learned that there's a lot more to farming than actually what's believed and that it is a tedious task. They also learned about various types of grasses and plants which otherwise go unnoticed. Hence this was a very informative and helpful field trip.

CAPTION FOR PHOTO: Albertina Almeida Field- Taleigao



  
**Dr. Sonya K. Angle**  
**BBA Coordinator**



  
**Dr. Radhika S. Nayak**  
**Principal**

**PROFESSOR and PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
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Deendayal Integrated School Complex,  
Cujira - Goa.

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**S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS**  
**CUJIRA, BAMBOLIM - GOA**

**REPORT**

**Interaction on Entrepreneurship**

DATE – 2<sup>nd</sup> March' 2022  
VENUE - COLLEGE AUDITORIUM

**DESCRIPTION** - An interaction was organized with Mr. Ashutosh Kharangate with the TYBBA students. Mr. Kharangate is the Managing Director of MARC (Mangal Analytics and Research Consulting) which is a global Market Research and Analytics company that provides strategic advise to local and international clientele. The talk was organised in the college auditorium wherein Mr Kharangate shared his journey as an entrepreneur. 47 students attended the talk.

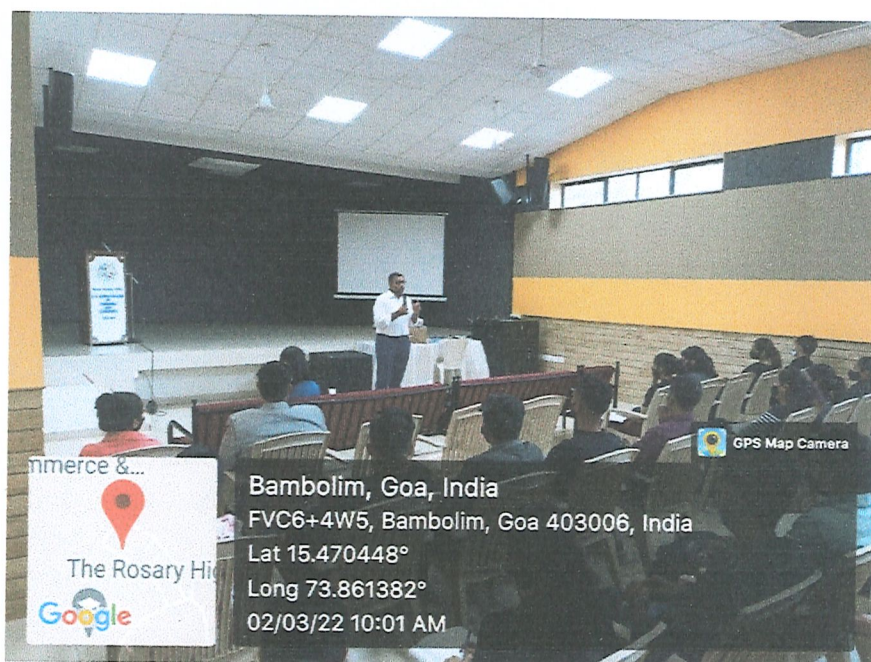

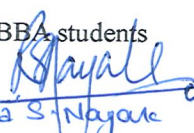


Image: Mr. Ashutosh Kharangate, Managing Director of MARC interacting with the BBA students

  
Name and signature of the coordinator

  
Dr. Radhika S. Nayak  
Principal



**PROFESSOR and PRINCIPAL**  
**S.S. DEMPO COLLEGE OF**  
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CUJIRA, BAMBOLIM - GOA**

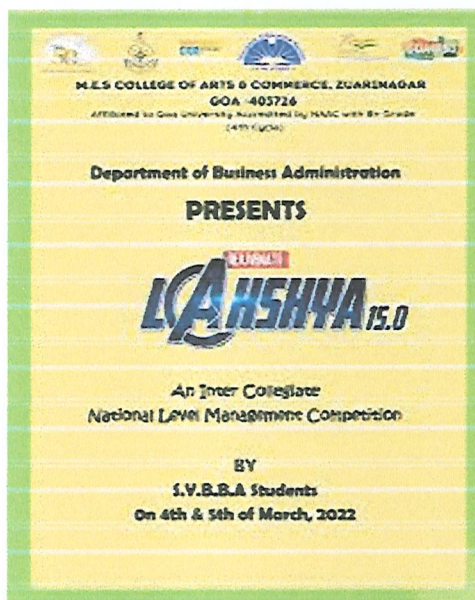
**REPORT  
EVENT – LAKSHYA 15.0 by MES College of Arts & Commerce**


DATE – 4th March 2022

VENUE - ONLINE MODE

**DESCRIPTION** - Third Year BBA students participated in Lakshya, a state level inter collegiate event organised by Department of Business Administration MES College of Arts & Commerce. Participants for the events were Neil D'Souza (Finance) , Eashaan Singh(Marketing) and Sujana Halgekar. Neil D'Souza from T.Y BBA bagged first place in Finance Event- Dr. Strange Finance Manager.

CAPTION FOR PHOTO:



 Dr. Sujana K. Angde.

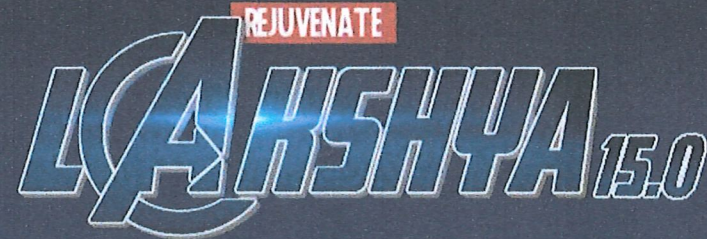
Name and signature of the Coordinator







M.E.S COLLEGE OF ARTS & COMMERCE  
DEPARTMENT OF BUSINESS ADMINISTRATION  
ZUARINAGAR, GOA



CERTIFICATE OF APPRECIATION

**Mr. NEIL D'SOUZA**

for securing 1<sup>st</sup> place in Finance Management at the  
National Level Management Event – Lakshya 15.0

Organised by the Department of Business Administration, M.E.S. College  
on 4<sup>th</sup> & 5<sup>th</sup> March, 2022

Dr. SEMELE  
SARDESAI



Dr. MANASVI KAMAT  
PRINCIPAL





M.E.S COLLEGE OF ARTS &  
DEPARTMENT OF BUSINESS ADMINISTRATION  
COMMERCE  
ZUARINAGAR, GOA



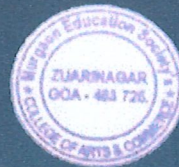
CERTIFICATE OF PARTICIPATION

**Mr. NEIL D'SOUZA**

for showcasing his/her talent at the  
National Level Management Event – Lakshya 15.0

Organised by the Department of Business Administration, M.E.S. College  
on 4<sup>th</sup> & 5<sup>th</sup> March, 2022

Dr. SEMELE  
SARDESAI



Dr. MANASVI KAMAT  
PRINCIPAL





M.E.S COLLEGE OF ARTS &  
DEPARTMENT OF BUSINESS ADMINISTRATION  
COMMERCIAL  
ZUARINAGAR, GOA



CERTIFICATE OF PARTICIPATION

**Miss. SUJANA HALGEKAR**

for showcasing his/her talent at the  
National Level Management Event – Lakshya 15.0

Organised by the Department of Business Administration, M.E.S. College  
on 4<sup>th</sup> & 5<sup>th</sup> March, 2022

Dr. SEMELE  
SARDESAI



Dr. MANASVI KAMAT  
PRINCIPAL





M.E.S COLLEGE OF ARTS &  
DEPARTMENT OF BUSINESS ADMINISTRATION  
ZUARINAGAR, GOA



CERTIFICATE OF PARTICIPATION

**Mr. EASHAAN SINGH**

for showcasing his/her talent at the  
National Level Management Event – Lakshya 15.0

Organised by the Department of Business Administration, M.E.S. College  
on 4<sup>th</sup> & 5<sup>th</sup> March, 2022

Dr. SEMELE  
SARDESAI  
BBA Course



Dr. MANASVI KAMAT  
PRINCIPAL



## DCT's

S.S. Dempo College of Commerce and Economics, Cujira, Goa

P.G. Department of Tourism Studies (MTTM)

### Report on Participative Learning Opportunities through Entrada 2021

The P.G. students of DCTs, S.S. Dempo College of Commerce and Economics, Master of Tourism and Travel Management (MTTM) under the guidance of Dr. Cheryl Venan Dias and Asst. Prof. Yash Prabhugaonkar, enthusiastically participated in the National Level event Entrada-21, everything counts on the theme - Tourism for Inclusive Growth, hosted by BBA-Travel and Tourism Department, Rosary College of Commerce and Arts, Navelim between 6th to 13th November 2021 and won prizes in various competitions, they were able to test their skills in project management, photography, app design, case analysis, tour management, destination revival, navigation, and stress interview. They also showcased their talent in singing and creativity during the online event. The management and faculty of S.S. Dempo College congratulates the students for their efforts and achievement.

Inset MTTM students with Principal Dr. Radhika S. Nayak, Vice Principal Dr. Aruna Mesquita e Noronha, Programme Coordinator Dr Cheryl Venan Dias, Asst. Prof. Yash Prabhugaonkar



Dr. Cheryl Venan Dias

Programme Coordinator -MTTM

Dr. Radhika S. Nayak

PROFESSOR and PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.



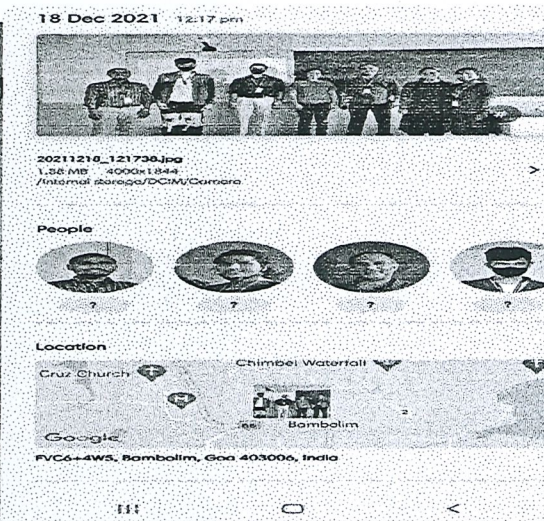
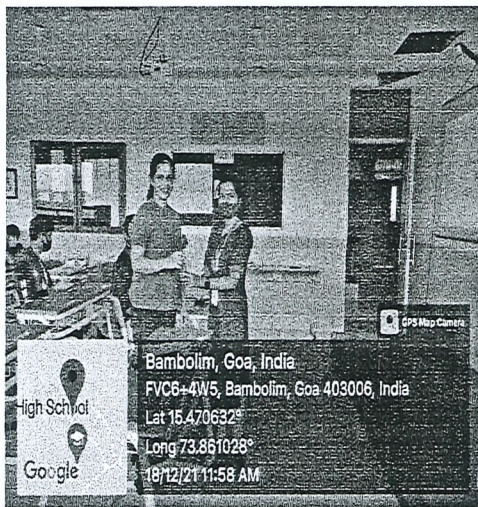
Date: 04<sup>th</sup> February 2022



**Dempo Charities Trust's  
S. S. Dempo College of Commerce & Economics  
Cujira, Bambolim-Goa**

**REPORT ON BUSINESS PLAN COMPETITION**

Dempo Wizard Club of the college organized Business Plan Competition for the students of F.Y. S.Y. and T.Y. of B. Com and BBA programme on 18<sup>th</sup> December 2021 from 11:30 am to 12:30 pm. The objectives of the event were to inculcate entrepreneurship and encourage innovative ideas amongst students. The judges were Ms. Namrata Wagle, Coordinator of M. Com programme and Mr. Yash Prabhugaonkar, Assistant Professor in MTTM programme. In total 9 students had registered for the competition. Only 2 amongst them participated in it. The winner of this competition was Ms. Amina Khannam, SY BBA Div-A. The teacher in-charge was Mr. Shrikant Madar, Assistant Professor in Economics.

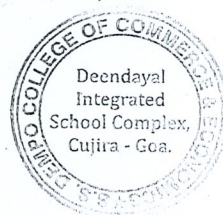


*Shrikant Madar*

Mr. Shrikant Madar

Teacher – in -charge for the event

*R. Nayale*  
PROFESSOR and PRINCIPAL  
S.S. DEMPO COLLEGE OF  
COMMERCE & ECONOMICS,  
Deendayal Integrated School Complex,  
Cujira - Goa.



**Dempo Charities Trust's  
S. S. Dempo College of Commerce & Economics  
Cujira, Bambolim – Goa.**

**Report**

**Just A Minute to Win (JAM)**

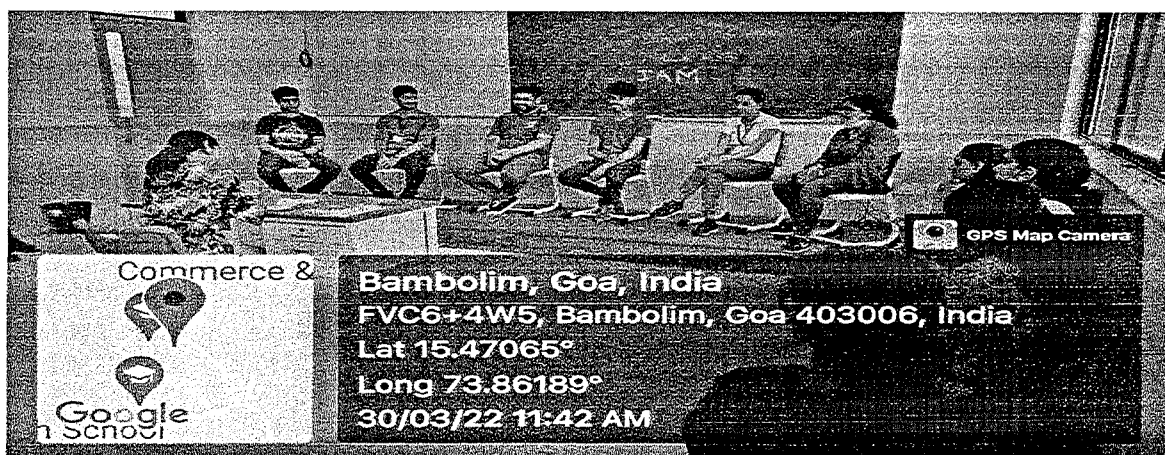
**Organised by Dempo Wizards for Dempo Students' Fest 2022**

Venue: G13

Date: 30<sup>th</sup> March 2022

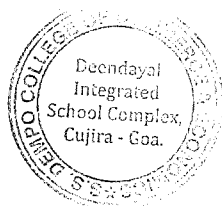
Time: 10.30 am

Dempo Wizards Club organised Just a Minute to Win (JAM) for the Dempo Students' Fest 2022. Six students one from FY BCom, two from SY BCom, one from TY BCom, one from FYBBA and one from PG programme participated in the event. Ms. Runa Menezes, Assistant Professor in English was the judge/moderator for the event. Each participant was asked to pick a topic from the lots given to them. The moderator read out the topic. Participant was given 30 seconds to think and 1 minute to speak on the topic. The participant was expected to speak without hesitation, deviation, grammatical errors, tempo and repetitions. If any of the above violations were made by the speaker, the other five participants had right to raise hands and take up the challenge of completing the said topic in 1 minute. 5 points were given for reaching 1 minute mark, 3 for originality of the topic, 2 points for spontaneity/wit/Humour, 1 point bonus for challenging the topic and 1 negative point for giving incorrect challenge. The winners of the competition were: 1<sup>st</sup> Place: FYBBA, 2<sup>nd</sup> Place: SY BCom and 3<sup>rd</sup> Place: FY BCom



*Chodankar*

**Ms. Soniya V. Chodankar**  
**Club In Charge**  
**Dempo Wizards**



*Radhika Nayak*  
**Prof. Radhika Nayak**  
**Principal**

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Cujira - Goa.



DCT's  
S.S.Dempo College of Commerce and Economics, Cujira, Goa  
Master's of Tourism and Travel Management

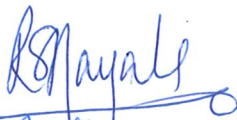
Academic Year 2020-21

Content List of students who were placed into travel and tourism industries proving attainment of Programme Objectives

Student Name	Name of Company	Position
Alina Kristen	ODL	Jr. Implementation Consultant
Derick Druz	b:live	Hub Manager
Dylan Abreau	b:live	Hub Manager
Saish Naik	Delta Corp	Transport Secretary
Chelsea DaCosta	Talent Hunt	HR Executive
Layzel Fernandes	ODL	Jr. Implementation Consultant
Victor Lucas Pereira	Indigo Airline	Officer Security AO & CS



  
Dr. Cheryl Venan Dias  
Programme Coordinator-MTTM

  
Dr. Radhika S. Nayak

PROFESSOR and PRINCIPAL  
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Cujira - Goa.



## PGDM – Event Management

Placement details

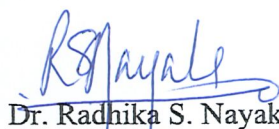
Batch: 2020 – 2021

Roll. No.	Name of the student	Organisation & Location
DCEM-20-04	Naik Tejeswa Pandurang	Buzz Events, Goa
DCEM-20-06	Patre Ruksha Rohidas	Bullseye Entertainment, Goa
DCEM-20-07	Satardekar Saniya Santosh	Buzz Events, Goa
DCEM-20-08	Tari Sairaj Sadanand	Buzz Events, Goa



Vishal Rane

Programme Coordinator



Dr. Radhika S. Nayak

Principal

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